



Inland Economic Growth & Opportunity (IEGO) Communications Contractor RFQ

ABOUT IEGO

The Inland Economic Growth & Opportunity initiative, or IEGO, is the bi-county network among leaders from businesses, nonprofits, higher education, and state and local government to grow key economic sectors, accessing and creating more promising and good paying jobs for people who live in the Inland Empire. IEGO has an aggressive agenda for inclusive, sustainable growth through public/private/civic partnerships, striving to do economic development differently by:

1. Developing asset-based, participatory strategies for generating quality jobs for those with and without college degrees in opportunity sectors that can close historic equity gaps.
2. Securing investments to advance the region's existing and needed infrastructure to implement cluster-based development strategies.
3. Strengthening the civic capacity and alignment for bi-county and cross-sectoral collaboration to develop shared goals and carry out shared solutions.
4. Amplifying the key messages of IEGO's mission and values, partners, and strategies through a range of communications tools.
5. Advocating for policies that remove barriers to economic and racial equity and inclusion and foster new investments and financial parity for the Inland Empire.

THE OPPORTUNITY

In 2020, new partners were added to the IEGO table to foster more inclusive regional decision making, a coordinated set of investment priorities were developed to transform the logistics industry in the region, and a new governance structure was put in place. As IEGO partners implement their 2021 strategies, a strong internal and external communications plan will play a key role in their success. IEGO is seeking a Communications Contractor from the Inland Empire to support this work.

GOALS

- Build a simple and compelling narrative that supports IEGO's objective of better focusing economic development efforts toward 1) supporting sectors and firms that create middle-income jobs requiring less than a four-year college degree, and 2) enabling residents to access those jobs.



- Effectively provide stakeholders with relevant and timely information, talking points, and technical support to help tell IEGO’s story in the most effective way.
- Continue to earn trust and establish IEGO within the Inland Empire as the bi-county collaborative table to coordinate regional economic development.

SCOPE OF SERVICES

In order to launch an integrated network communications plan, a Communications Contractor will work with IEGO’s Project Director to support the following services to address both internal and external IEGO communications strategies in 2021-2022.

Priority 1: External Communications

Plan and execute external-facing communications activities to:

- Better engage key demographics that IEGO is seeking to serve and work with;
- Provide information to the general public through multiple media channels;
- Inform state and regional policymakers and strengthen key relationships.

Activities/Deliverables

- IEGO Brand and Narrative Refresh
 - Update the logo and website for better application and functionality for supporting the IEGO network.
 - Develop IEGO’s elevator pitch:
 - Clear statements around IEGO’s role in the region, value, structure and goals;
 - Simplified collaterals that drive people to learn more and engage with its media and communications;
 - Integration of current affairs and context into IEGO’s messaging.
- Social and Earned Media
 - Provide a plan for IEGO’s use of various social media and information sharing platforms, including an ROI on maintaining an IEGO presence on them:
 - Create IEGO-specific taglines and campaign branded information to distribute to network members and across all platforms and channels.
 - Develop and deploy a strategy for earned media, in partnership with IEGO network members and their communications and marketing staff:
 - Develop and deploy a plan to coordinate and produce subject matter expert content related to IEGO members and strategies;



- Ensure IEGO content reaches an expanded set of media targets to include philanthropic audiences, state government and regional government, trade associations, local and ethnic media, etc.
- Media Training:
 - Design and conduct media training for IEGO leadership and network members to equip them to disseminate IEGO's message and tell IEGO's story.
- External Network Engagement
 - Catalogue and maintain a strategic communications list for external use (both key individuals as well as newsletters, news outlets, forums, databases, and other relevant networks):
 - Create a marketing cycle and communications calendar for tracking and monitoring plans.
 - Activate existing communications channels:
 - Engage with IEGO partners' communications and marketing staff to maximize outreach, distribution, and message alignment;
 - Routinely share event information and other key content like updates with partner communications and marketing staff.
 - Develop methods for evaluation of external impact and earned media including audience metrics and targets for channels.

Priority 2: Internal Communications within IEGO network and IEGO leadership teams.

Provide support to the IEGO Executive Committee, Project Director, and consulting teams to develop optimal internal communications strategies to:

- Foster and enhance a culture of information sharing;
- Identify strategies to mobilize the network around events, funding opportunities, and other information needs;
- Support IEGO's values of equity and inclusion through communications and narrative.

Activities/Deliverables

- Assist with designing outreach plans for underrepresented voices in the network;
- Develop a plan for more efficient communications around meetings, events, decisions, etc. (possible use of new, discrete platform);
- Manage dynamic, regular internal campaigns to keep IEGO network members updated about events, opportunities for collaboration, funding, etc.;



- Arm IEGO network members with diverse materials and provide assistance to help them amplify through their channels;
- Provide data to IEGO Executive Committee about media and communications efficacy and areas of potential improvement.

PROPOSAL SUBMISSION INSTRUCTIONS

Timeframe and Compensation

The target date to complete this Communications contract is flexible between 9 and 12 months from signing of the contract. IECF has a fixed amount of funding for this contract, which includes money for collaterals. The total contract amount is in the range of \$100,000 to \$115,000.

Selection Criteria

Applications will be reviewed based on the following criteria:

1. Feasibility and quality of the applicant's approach to undertaking this scope of work;
2. Review of applicant's collaterals and portfolio of work with other clients;
3. Demonstrated track record in creating and deploying communications strategies that deliver on all components identified in this RFQ;
4. Demonstrated track record of achieving targets on time;
5. Knowledge of the Inland Empire;
6. Pricing reasonable relative to the work and time required to meet objectives, including collateral materials;
7. Timeline & availability.

To Apply

Applicants should submit a proposal that outlines their approach to producing the deliverables outlined in this request for proposals by COB May 31, 2021.

Please submit an emailed proposal by May 31, 2021 that includes the following:

1. Overview of background and experience for the project (1 page max);
2. How background and experience support achieving this scope's activities, including knowledge of the Inland Empire (1 page max);



3. Description of consultant's recommended approach to IEGO's external and internal communications needs (up to 3 pages max);
4. Project timeline and major milestones for proposed activities (table);
5. Bios and bios of team members if applicable;
6. Two to three recent client references, including contact information and a description of services provided to the client;
7. Sample of work completed for like organizations or projects;
8. Proposed budget in excel.

Completed proposals should be directed by email to Kim Potter, Executive Assistant at Inland Empire Community Foundation, kpotter@iegives.org, by COB May 31, 2021.

Questions about this RFQ should be directed to Alison Schmitt, Associate Director, Jobs for the Future, aschmitt@jff.org.

To learn more about the Inland Economic Growth and Opportunity, IEGO, please go to www.inlandgrowth.com. To learn more about the Inland Empire Community Foundation, please go to www.iegives.org.