



## **Request for Proposals: Professional Communications Firm to Increase Awareness about Policing Alternatives in Metro Atlanta**

### **Background:**

The Carter Center is partnering with the Atlanta Policing Alternatives and Diversion Initiative (Atlanta PAD) and persons with lived experience to implement programming that aims to ensure that persons experiencing a mental health or substance use concern receive appropriate and effective treatment and support versus incarceration in the State of Georgia. As part of this work, the Center is drawing on its global law enforcement accountability and U.S. mental health parity efforts to conduct data collection, build stakeholder consensus, strengthen policy, and increase public awareness related to the expansion and sustainability of policing alternatives.

Atlanta PAD was born out of the work and vision of Atlantans directly impacted by arrest and incarceration. Since 2017, Atlanta PAD has provided critical services to local government and residents that reduce the reliance on the criminal justice system while developing a model for specialized community response that has received national recognition. Atlanta PAD provides all Atlanta, Metro Atlanta Rapid Transit Authority (MARTA), and Georgia State and Tech Police the option to divert such persons away from jail and towards the care and support that they need. Additionally, Atlanta PAD partners with the City of Atlanta's 311 (ATL311) non-emergency services line to dispatch response teams to community concerns, making Atlanta the first city in the country to dispatch in-person response services through 311. Services include immediate shelter, basic supplies and care, outreach, and case management. For 2022, Atlanta PAD accepted 369 diversions (331 of which were pre-arrest diversions) and 1,321 community response requests through 311.

However, Atlanta PAD needs assistance to sustain and amplify these crucial advancements in alternative response. The Carter Center will contract a communications firm/vendor to work with Atlanta PAD and the Center to develop and implement outreach measures aimed at increasing public awareness, understanding, and use of ATL311 to access Atlanta's PAD services.

### **Summary Scope of Work:**

The Carter Center anticipates awarding a contract to a vendor for a two-month term. The Carter Center is currently conducting a public opinion polling exercise, with findings expected in early July, that will inform the outreach campaign. The vendor is expected to coordinate with The Carter Center and Atlanta PAD to develop and implement the campaign. The successful vendor will be expected to provide all tools, equipment, materials, facilities, labor, transportation, and management necessary to develop and implement the campaign.

Deliverables may include:

- Development of a communication strategy or recommendations
- Creation of a brand guide and sub-brands for Atlanta PAD
- Development of templates for different types of communications
- Creation of data visualizations and diagrams related to Atlanta PAD
- Creation of messaging materials including, social media, website, posters, handouts, branded materials like tote bags or stickers, etc.
- Implementation of developed outreach tools

All tasks shall be completed to the satisfaction of Atlanta PAD and The Carter Center and deliverables turned over to The Carter Center by the end of the contract period.

**Estimated Duration of the Award:**

July 1, 2024 – August 31, 2024

**Estimated Amount of the Award:**

\$35,000

**Minimum Qualifications:**

To be considered for this contract, proposing vendors should:

- Demonstrate relevant experience with public communication campaigns and messaging strategy for advocacy;
- Demonstrate experience developing and implementing work plans for projects similar to the scope of work outlined in this RFP; and,
- Have no fewer than five years of demonstrated experience in communications campaigns for increased public awareness.

**How to Apply:**

Proposals are due no later than 5:00 pm EST on June 14, 2024. Proposals received after the deadline will not be accepted. All proposals will be e-mailed to [policingalternatives@cartercenter.org](mailto:policingalternatives@cartercenter.org) before the deadline. The subject line of the email shall read, “Proposal: Communication.” The Carter Center will not be liable for any expenses incurred by vendors responding to this solicitation.

**Proposal Format:**

Proposals should include the following:

- Written proposal of no more than 8 pages that includes:
  - Vendor Background
  - Vendor Qualifications, Expertise, and Experience
  - Technical Approach and Workplan/Timeline
  - The following annexes (not included in the page limit):
    - Cost Proposal

- Resumes of Key Personnel
- Examples of Past Communication, Messaging, and/or Branding Experience

Shortlisted vendors may be required to submit additional documentation, respond to further questions, or take part in a virtual interview at the Carter Center’s discretion.

**Proposal Evaluation Criteria:**

Proposals will be evaluated and ranked according to the following evaluation criteria by an evaluation committee composed of Carter Center staff.

<b>Phase 1 Proposal Responsiveness Review</b>	<b>Score</b>
Responsiveness: Does the proposal meet the minimum requirements to be responsive	Pass/Fail
Responsibility: The documentation provided shows that the proposing vendor is capable of performing the work	Pass/Fail

<b>Phase 2 Proposal Evaluation</b>	<b>Criteria</b>	<b>Score</b>
Vendor Qualifications, Expertise, and Experience	Vendor qualifications, expertise, and experience of proposed personnel reflect an understanding of the scope of work that inspires confidence in their ability to execute this RFP	20%
Technical Approach	Technical approach, including timeline, is clear, manageable, and expected to achieve results/deliverables outlined in RFP	40%
Cost Proposal	Proposal reflects a competitively priced, clear and comprehensive budget that will fully deliver on the RFP	25%
Diversity, Equity, and Inclusion	Proposal reflects Do No Harm and DEI principles	15%
		<b>100%</b>