

Purpose

The District of Columbia Green Finance Authority (“DC Green Bank” or “DCGB”) invites private Communications, Marketing, and Public Relations vendors to propose comprehensive, outsourced services as the organization grows. This Request for Proposal (RFP) solicits a resource to serve as DCGB’s primary outsourced comprehensive communications, marketing, and public relations solution.

DC Green Bank Background

Pursuant to the Green Finance Authority Establishment Act of 2018, effective August 22, 2018, as amended (D.C. Law 22-395; D.C. Official Code § 8-173.23), the District of Columbia (“District”) established the DC Green Finance Authority, commonly referred to as DC Green Bank (DCGB). The mission of DC Green Bank is to provide access to capital, growing the clean economy to develop a more equitable, resilient, and sustainable DC.

Specifically, DC Green Bank aims to:

- Operate in line with our core values: Sustainability, Inclusive Prosperity, and Clean Economy.
- Attract private capital by leveraging public investment.
- Use financial tools to increase capacity, accelerate lending, and recapitalize funds to support the Bank’s mission.
- Become a go-to resource for District residents, small business owners, and commercial developers interested in energy efficiency improvements, clean energy installations, and construction of green infrastructure; and
- Be a breakeven entity, where the revenues earned from financing activity cover its operating costs over the long term.

DC Green Bank invests in sustainable projects and programs such as clean energy, clean infrastructure, clean transportation, stormwater best management practices, energy efficiency, water efficiency, or green infrastructure projects and programs.

Scope & Required Services

The vendor will work with DC Green Bank staff and partners to build and grow the DCGB brand. The vendor will work to inform partners and the community about the purpose, products, and services of DCGB and support significant audience growth and deployment of financial capital in line with the mission and goals of the company. Specifically, the vendor will:

- Improve brand awareness of DC Green Bank within the District community and in target sector markets by utilizing social media and other hands-on public relations campaigns, including:
 - Building public engagement platforms for DCGB to expand relationships with the commercial real estate, transportation, community organization and nonprofit, green building, and stormwater and green infrastructure sectors.

- Build on the existing, distinct brand for DCGB to attract private capital investors, developers, contractors, engineers, and District residents to participate in DCGB financing opportunities and build durable partnerships.
- Improve and expand on communication and engagement with the general District public through improved tactics, messaging, and processes to:
 - Build community awareness
 - Improve pathways for DCGB to intake community input on available products, projects, and services
 - Increase the level of interest and community support in DCGB initiatives
 - Facilitate the flow of information sharing and engagement between various local and municipal audiences, advocates, and stakeholders
 - Ensure a consistent, professional image in all business dealings utilizing existing brand
- Develop a portfolio of public education and engagement materials to support DCGB staff and trusted partners to effectively communicate the value proposition of DCGB and service and product offerings.
- Provide communications support for direct stakeholder engagement with the array of audiences DCGB needs to be successful.

This RFP is for communications, marketing, and public relations services in the specialized market of deploying financial capital to support sustainable projects in the District. Although existing relationships between the vendor and the commercial real estate (including developers, contractors, engineers, etc.), green building, and stormwater resilience sectors are not required, they are highly preferred. The vendor will need to be able to ensure that DCGB can achieve significantly higher levels of audience awareness and market penetration in these sectors.

Expected Products and Outputs from Selected Vendor:

Marketing and Public Relations Campaigns

- Targeted marketing and public relations campaigns designed to increase awareness by and deal flow engagement with the commercial real estate and green building and stormwater resilience markets of DCGB, as well as DCGB products, services, and portfolio of existing projects.
- Robust campaigns designed to increase public awareness across the District about the origin, purpose, goals, mission, values, impact, and outcomes of DCGB work. This will include for the government, nonprofit, faith-based organization, and community group audiences across all socioeconomic and geographic sectors of the district.
- Support DCGB to build additional, durable relationships with District-based, national, and sector-specific (clean energy, energy efficiency, climate change, environment, etc.) reporters, podcasters, and journalists.

Maintain and Refine Brand and Visual Identity

- Regular DCGB website updates and design.
- Production of high quality DCGB Annual Report.
- Produce engaging one-pagers and other written content to effectively message to intended audiences DCGB offerings.

- Develop impactful video and other visual products to tell the origin story – mission, vision, values included - of DCGB.
- Capture DCGB projects and community impact with high quality pictures and video that can be utilized across the DCGB suite of digital platforms.

Increase Effectiveness of Digital Presence

- Develop engaging digital visuals and copy to support the mission, goals, products, and projects of DCGB. Vendors must be strong in graphic design, illustration, motion graphics, and digital story telling.
- Significantly expand the social media audiences of and engagement with DCGB – Twitter, Instagram, and LinkedIn.
- Test social media messaging to identify core constituencies and impactful narratives.

Strategy Development

- Support DCGB staff to develop a robust and innovative communications, marketing, public relations, and community engagement strategy that can serve as the foundation for all DCGB public-facing engagement.

Terms

DCGB proposes that the term of the contract for communications, marketing, and public relations services start on April 1, 2021 for an initial one (1) year period, with the option to renew annually for a consecutive four (4) year period at the discretion of DCGB.

Requirements

Proposal responses should demonstrate the expertise of the organization's ability to perform the outlined scope of work. Preference will be given to DC Certified Business Enterprises (CBE).

The following information must be included in the vendor's proposal.

- Letter of Transmittal - this letter should not summarize the proposal. The letter should include the following:
 - Company name, address, and telephone number(s).
 - Name, title, address, email address, and telephone number of vendor's contacts.
 - Contacts should be authorized to represent their firm in business transactions and specify where correspondence should be directed.
 - Outline your firm's understanding of the proposed services and positive commitment to provide the services outlined.
 - A signed certificate of authority that the individual signing and the proposal on behalf of the vendor is legally authorized to bind the firm to the Proposal and cost schedule.
 - A statement that indicates Proposal and cost schedule is valid and binding on the vendor for ninety (90) days following the Proposal submission date and will become part of the negotiated contract except as mutually modified by the parties.

- General Vendor Information
 - Length of time in business providing proposed services
 - Total number of clients
 - Number of full-time personnel, specifying job duties
 - Number of part-time personnel, specifying job duties
 - Office location servicing DC Green Bank
- Mission Alignment; Sustainability, Clean Economy, and Equal Access
 - Describe your company's approach and methodology (including benchmarking and progress on goals) relating to sustainability, contributing to the clean economy, and equal access. Please also describe the supplier diversity and responsible sourcing program that you use in the sourcing process for your company's vendors, suppliers, and subcontractors.
- Positioning to complete services
 - Provide a history of experience providing similar services, as well as a description on how your firm is positioned to provide required services. Please include information about your resources and financial health for the past three (3) years.
- Service Approach, Methodology
 - Describe, in detail, your approach and methodology to provide the services required and ongoing support. In addition to describing your services, include a description of your internal security, privacy and anti-corruption practices and/or codes of conduct.
- Staff Resources
 - Provide names, titles, and job summaries of key personnel who will provide communications, marketing, and public relations services to DC Green Bank. Describe the roles and responsibilities that each team member will provide to this project.
 - Provide detailed portfolios of at least three (3) examples of recent outputs from each team member in line with the expected deliverables for this project.
 - Describe how your Relationship Manager will work with DCGB to ensure the smooth transition of working with your organization. DCGB shall not be held liable if the transfer is delayed beyond the implementation date due to circumstances beyond DCGB's control. Explain how your Relationship Manager will manage DCGB and communicate any new services or changes to services. Provide the turnover rate of your Relationship Manager with their clients, with an estimate of how many years DCGB can expect to deal with that individual. The Relationship Manager needs to be available to meet in DCGB face-to-face or electronic meetings.
- Terminated Contracts
 - Provide any information where your firm voluntarily terminated a contract, or your contract counterparty terminated your firm's contract, during the past five (5) years. Termination for default is defined as notice to stop performance due to the vendor's nonperformance or poor performance, and the issue was either (a) not litigated, or (b) litigated, and such litigation determined the vendor to be in default if a default occurred, list complete name, address, and telephone number of the party.
- Other Services
 - Provide a brief description of your firm's other services, beyond this RFP scope, that DC Green Bank may pursue.

- Executive Summary
 - Summarize your Proposal and your firm’s qualifications to complete the required services. Additionally, you may include why your firm is pursuing this work and how it is uniquely qualified to perform it, and other information that may assist DC Green Bank in determining your qualifications. The executive summary should not exceed two (2) pages.
- Cost of Services
 - Proposals must contain a fee schedule that includes fixed-rate business hours support and hourly rates for additional services. Describe the rationale for pricing, specific pricing you can provide, and potential additional charges.
- References
 - Provide three (3) references for clients that you have delivered similar services. Reference the actual services provided, client size, and length of services.
- Processing Fee
 - Each Proposal submitted for consideration must be accompanied by a \$250.00 processing fee submitted by mail or ACH, please contact info@dcgreenbank.org for specific instructions.

This request for proposals (RFP) contains background information on DCGB and specific information that must be included in the proposal submitted. The proposal must be submitted as a PDF by email, no later than 4:00 p.m., March 9, 2021 directly to:

DC Green Bank
 Attention: Gary Decker, External Relations Partner
 Email: gdecker@dcgreenbank.org
 Phone: 202-301-8306

and

Donald Walker, Director of Operations
 Email: dwalker@dcgreenbank.org
 cc: info@dcgreenbank.org
 Phone: 202-301-8304

Conflicts of Interest

The proposals must identify any potential conflicts of interest known to the firm that may affect the provision of services to DCGB.

Proposal Process

February 17, 2021	RFP will be made available
March 9, 2021	All Proposals must be submitted to DCGB by 4:00 p.m.

March 10, 2021	Internal screening of proposals. DCGB will develop a short list of at least two Institutions whose references will then be contacted.
March 15, 2021 – March 19, 2021	Selected short list Institutions will be requested to present their proposal.
March 22, 2021	Selection of the successful firm will be made and negotiation of terms of engagement undertaken. Other short-listed firms will be notified.
April 1, 2021	Services commence

Selection Criteria

Criteria	Available Points
Mission Alignment <ul style="list-style-type: none"> ○ Evaluates the organization’s alignment to the DC Green Bank mission. 	25
Services Offered <ul style="list-style-type: none"> ○ Marketing and Public Relations Campaigns ○ Brand and Visual Identity ○ Digital Engagement ○ Communications, Marketing, and Public Relations Strategy Development 	30
Expertise <ul style="list-style-type: none"> ○ Experience of proposed team members ○ Review of submitted portfolios of example work products ○ Depth of existing relationships with sectors and audiences relevant for DCGB work 	25
Technology <ul style="list-style-type: none"> ○ Online accessibility to information ○ Successful integration of social, professional, and visual media ○ Proven use of technology to enhance marketing strategies 	10
Customer Service <ul style="list-style-type: none"> ○ Promptness of expected responses to requests for support from DCGB team ○ Professional level of communication between team members and DCGB staff ○ Process for resolving miscommunications and short turnaround projects 	10
Total Available Points	100

Proposal Conditions

Contingencies

- This Request for Proposals (RFP) does not commit DCGB to award a contract. DCGB reserves the right to accept or reject any or all proposals or waive irregularities if DCGB determines it is in the best interest of DCGB to do so.

Acceptance or Rejection of Proposals

- Proposals shall remain open until March 9, 2021 at 4:00 p.m. DCGB realizes that conditions other than lowest cost are important and will award contract(s) based on the proposal(s) that best meet DCGB's needs.

Modifications

- DCGB reserves the right to issue addenda or amendments to this RFP.

Proposal Submission

- To be considered, all proposals must be submitted in the manner set forth in this proposal. It is the Institution's responsibility to ensure that its proposal arrives on or before the specified time.

Incurred costs

- This RFP does not commit DCGB to pay any costs incurred in the preparation of a proposal in response to this request. The Institution agrees that all costs incurred in developing its proposal are the Institution's responsibility.

Negotiations

- DCGB may require the Institutions selected to participate in negotiations, and to submit cost or other revisions of their proposals as may result from negotiations.

Final Authority

- The final authority to award contracts as a result of this RFP rests solely with DCGB.

Other Proposer Considerations

Proprietary information: Information submitted to DC Green Bank that the Proposer wishes to have treated as proprietary and confidential trade secret information should be identified and labeled as "Confidential" or "Proprietary" on each page at the time of disclosure.

Contact Information

All inquiries should be directed to the following:

- Gary Decker, External Relations Partner – gdecker@dcgreenbank.org, 202-301-8306
- Donald Walker, Director of Operations – dwalker@dcgreenbank.org, 202-301-8304

Applicable Requirements

Each Proposal submitted for consideration must be accompanied by a \$250.00 processing fee submitted by mail or ACH, please contact info@dcgreenbank.org for specific instructions. As a condition of negotiation with any selected proposer, DC Green Bank may require that such Proposer agrees to pay costs incurred by DC Green Bank, including fees and disbursements of the DC Green Bank's consultants, lawyers, and other professional advisors.

The following documents are applicable to this procurement and are hereby incorporated by this reference:

Item No.	Title	Date	Location
1	The Energy Efficiency Financing Act of 2010, effective May 27, 2010, as amended (D.C. Law 18-183; D.C. Code, 2001 Ed. § 8-1778.01 et seq.) (the "PACE Act")	Latest	https://code.dccouncil.us/dc/council/laws/18-183.html
2	Green Finance Authority Establishment Act of 2018	Latest	https://legiscan.com/DC/text/B22-0257/id/1808126/Washington_D_C_-2017-B22-0257-Enrolled.pdf
3	Clean Energy Omnibus Amendment Act of 2018	Latest	https://legiscan.com/DC/text/B22-0904/id/1833946/Washington_D_C_-2017-B22-0904-Enrolled.pdf
4	DC Green Bank Website		https://dcgreenbank.org/
5	DOEE DC Green Bank Website		https://doee.dc.gov/greenbank
6	DC Green Bank Info	11/29/18	https://doee.dc.gov/sites/default/files/dc/sites/ddoe/service_content/attachments/GREEN-BANK-PUBLIC-ONE-PAGER.pdf
7	Financial Institutions Deposit and Investment Amendment Act of 1997	Latest	https://code.dccouncil.us/dc/council/laws/docs/12-56.pdf

Notwithstanding anything contained herein, any award pursuant to this RFP shall be subject to the provisions of (a) the federal Anti-Deficiency Act, 31 U.S.C. §§ 1341-1351 and 1511-1519(2004), and D.C. Official Code §§ 1-206.03(e) and 47-105 (2012 Repl.); (b) the District of Columbia Anti-Deficiency Act, D.C. Official Code §§ 47-355.01 et seq. (2012 Repl. and 2014 Supp.) ((a) and (b) collectively, the "Anti-Deficiency Acts"); and (c) § 446 of the District of Columbia Home Rule Act, D.C. Official Code § 1-204.46 (2012 Repl.), as each may be amended from time to time and each to the extent applicable to this RFP.