

# **City of Milwaukee Election Commission**

## ***Milwaukee Safe and Healthy Voting Project***

### **Request for Proposals (RFP)**

September 14, 2020 – December 31, 2020

Application Due: September 3<sup>rd</sup>, 2020



Administered by the Community Development Grants Administration  
200 East Wells Street  
Milwaukee, WI 53212

414-286-3647

# Community Development Grants Administration

RFP Coordinator: Steven L. Mahan  
Email: [Steven.Mahan@Milwaukee.gov](mailto:Steven.Mahan@Milwaukee.gov)

## Request for Proposals (RFP)

**RFP Due: September 3<sup>rd</sup>, 2020**

This Request for Proposal and all of the applicable forms are available in PDF format on Community Development Grants Administration website.

Send one electronic copy of the completed proposal by 4:00 PM to the Community Development Grants Administrative office at all of the following email addresses:

Steven L. Mahan  
Community Development Grants Administration  
City Hall, Room 606  
200 East Wells Street  
Milwaukee, WI 53202

[smahan@milwaukee.gov](mailto:smahan@milwaukee.gov)  
[mlofto@milwaukee.gov](mailto:mlofto@milwaukee.gov)

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## Overview

### Overview of Department and Program

The City of Milwaukee Election Commission has identified strong and clear needs for voter outreach and education within its voting communities, with a particular emphasis on reaching voters of color, low-income voters without reliable access to internet, voters with disabilities, and voters whose primary language is not English. This outreach is particularly necessary given the voter confusion that ensued in the lead-up to the April election, and voters' concerns and questions about voting during the COVID-19 pandemic. It is understood that our communities of color do not necessarily trust the voting process, and that there is need to work to earn trust. The Election Commission through transparency and openness seek to educate the public about what happens behind the scenes in elections, and what options are available for casting a ballot.

### Purpose of Project

The Election Commission is seeking a communications firm or firms to create and implement a comprehensive voter education and election worker recruitment campaign for the November 2020 Presidential Election. This effort will focus on appealing to a variety of communities within Milwaukee, including historically underrepresented voting communities. Additionally, part of the campaign will focus on the recruitment of new election workers, taking into consideration and communicating the unique job role during a pandemic, as well as the creation of professional training videos. If your firm does not have a specialty in communication with key demographics, we encourage you to partner with another firm in your application.

### Contract Term

The anticipated contract term will be September 7, 2020 – December 31, 2020. In addition, the contract term will be based on the availability of grant funding being made available to the City of Milwaukee Election Commission.

### 2020 Project Timeline

Proposal release: Wednesday, August 19, 2020

Proposal due date: Friday, September 3, 2020; 4:00 p.m.

Dates for Selection Committee Meetings: September 4-6, 2020

Notification of awards: Monday, September 7, 2020

Tentative date to begin work: September 7, 2020

Completion date for the entire project: November 4, 2020

Final invoice submission due date: December 1, 2020

## Project Scope of Services

The ideal communications plan shall address the following:

- Coordinated advertising campaign (especially digital), including written plan that includes objectives, audience description, strategies, tactics, quality graphic design capabilities, film capabilities (for training) and budget
- Facilitating conversations with Get Out the Vote non-partisan coalitions to ensure messaging is relevant and resonates to all City of Milwaukee voters, including identifying key target audiences and tactics for each
- Recruiting election workers in the midst of a pandemic, communicating the implemented safety protocols and addressing the unique challenges of recruitment during COVID-19
- Developing a concrete social media strategy and provide assistance launching on various platforms such as Facebook, Twitter, Instagram and LinkedIn; please document significant experience in successful social media advertising campaigns, as it is likely the majority of this campaign will be conducted via digital platforms due to COVID-19
- Utilizing local leaders, voters, and election workers as much as possible in campaign materials
- Firm's ability to work quickly and maintain open channels of communication with the Milwaukee Election Commission given the proximity to the launch of the campaign by providing a written outline of deadlines and milestones

**Campaign shall launch no later than September 14.**

### Other Requirements:

- 1) **Provide a budget of how you will spend the funds.** Please note that funds are not given out at the beginning of the project. Cost reports have to be submitted each month during the project in order for you to be reimbursed for project expenses. Cost reports must include copies of all receipts, canceled checks, and payroll documentation.
- 2) **Provide a timeline.** This should show how you plan to complete your project by November 3, 2020.
- 3) **Provide proof of insurance.** See attachment City of Milwaukee Insurance Requirements.
- 4) **Complete and submit the IRS W-9 form.** <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

### Evaluation Criteria:

- Experience of firm
- Experience of personnel assigned to the project
- Approach to project
- Reporting methods
- Training
- Completeness of proposal plan
- Ability to meet the City's needs

### Funding Available

- **\$250,000**

### Questions

Questions about the requirements of the application should be directed to [cwooda@milwaukee.gov](mailto:cwooda@milwaukee.gov) no later than August 28, 2020 at 4:00pm CST

## Budget Categories

### Sample Budget Template

Please use the applicable categories when organizing your budget.

Budget Category	Amount	Narrative
A. Personnel	\$	
B. Fringe Benefits	\$	
C. Travel/ Transportation	\$	
D. Occupancy		
E. Equipment/ Rental	\$	
F. Supplies	\$	
G. Printing	\$	
H. Contractual	\$	
I. Other		
<b>Total Contract Cost</b>	<b>\$</b>	

## Deadlines

Proposals must be received **no later than September 3, 2020 at 4:00pm** to the Community Development Grants Administration.

**Submit one electronic copy of the proposal to all of the following email addresses:**

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 Community Development Grants Administration  
 City Hall, Room 606  
 200 East Wells Street  
 Milwaukee, WI 53202

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