



REQUEST FOR PROPOSAL (RfP)

US City Climate Partnership
Strategic Communications Support

Climate Mayors
400 Capitol Mall
Suite 2150
Sacramento, CA 95814-4504

June 29, 2023

1. Climate Mayors

Climate Mayors is a bipartisan network that has mobilized more than 750 U.S. mayors since 2014, demonstrating climate leadership through meaningful actions in their communities. Representing 48 states and nearly 60 million Americans, the Climate Mayors coalition reflects U.S. cities' commitment to climate progress. For more information, please visit our [website](#) and follow climate mayors on [Twitter](#) and [Linkedin](#). For media inquiries please contact climatemayors@fgsglobal.com.

2. Purpose and Background of the Project

In the United States, The Inflation Reduction Act (IRA) and Bipartisan Infrastructure Law (BIL) are historic climate investments that fund many new and existing programs to improve infrastructure, energy systems, drought mitigation, and reduce greenhouse gas (GHG) emissions and move the U.S. economy toward net-zero emissions by 2050. They are also crucial vehicles for achieving climate and environmental justice and to ensure that the economic benefits of federal investments reach historically under-served and overburdened communities.

Cities will play a critical role in reaching the clean energy, equity, and carbon reduction potential of the IRA and BIL. The challenge now is to move these billions of dollars into projects that benefit people's lives on the ground, especially frontline and marginalized communities. Cities are uniquely positioned to deliver these benefits, yet are under-resourced and overwhelmed by the number and complexity of opportunities available and the other pressing issues they face. **C40, Climate Mayors and the Urban Sustainability Directors Network (USDN)** have come together to maximize the strengths of each organization to:

- Reduce complexity and effort for cities;
- Amplify local successes and on-the-ground benefits nationally; and
- Provide key assistance needed to move cities from ideas to action.

In order to achieve this mission, the three organizations, the "City Climate Partners," will work together in new and more coordinated ways to maximize efficiencies and impact to best serve our collective memberships and the field at large.

Climate Mayors seeks a consultant, or team of consultants, to provide strategic communications support for the City Climate Partnership.

Climate Mayors: Founded in 2014, Climate Mayors is a bipartisan, peer-to-peer network that has mobilized more than 750 U.S. mayors who demonstrate climate leadership through meaningful actions in their communities. Representing 48 states and nearly 60 million Americans, the Climate Mayors coalition reflects U.S. cities' commitment to climate progress.

Urban Sustainability Directors Network: USDN brings local government sustainability practitioners together to learn, collaborate, and accelerate the work of local sustainability. By equipping them with the knowledge, resources, and partnerships they need to succeed,

USDN helps advance change locally in member communities as well as across the field of practice. The aggregate impact and influence of our collective work makes an equitable, resilient, and sustainable society more attainable.

C40 Cities C40 is a network of nearly 100 mayors of the world's leading cities working to deliver the urgent action needed right now to confront the climate crisis and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities.

3. Project Scope

As Climate Mayors, C40, and USDN build their partnership they are accepting proposals from consultants, or a group of consultants, to provide a variety of services related to strategic communications planning and support. The consultant(s) would develop and deliver a framework for facilitating the collaboration to include:

- **Strategic communications planning and development:** Develop robust strategic communications plan that harmonizes Climate Mayors, C40 Cities, and USDN with other city and climate serving organizations and builds on existing polling data and communication successes and lessons learned. The strategic communications plan should leverage the network of mayors and sustainability directors to amplify climate wins fueled by federal investments and include a timeline that aligns with known opportunities (e.g. IRA and BIL anniversaries, NY Climate Week, COP) and strategies for rapid response (e.g. extreme weather events and other related news).
- **Partnership guidance:** Provide high-level strategic guidance to be implemented by the project lead (Climate Mayors) in partnership with USDN and C40 and their partnering communications firm FGS. This includes identifying national storylines (i.e. unexpected extreme weather events, court decisions, federal/state regulatory changes, responding to policy trends or opposition movements) as an opportunity to uplift the voices of mayors and local officials.
- **Generate local and national earned media:** Provide strategic and tactical support for the partnership (identifying topics and media moments to engage our networks) to craft and proactively pitch stories of community successes in local and national media with a specific focus on 5-10 IRA/BIL grants.
 - Focus on generating earned media in target states (to be determined by the city partnership).
- **Guidance for Communication Training Opportunities For Local Governments:** Provide high level guidance to the partnership on training for communicating local climate stories effectively. These trainings could combine national and state level polling with tailored talking points and toolkits to provide mayors with the tools and capacity they need to incorporate climate into their regular communications.

We envision the needs of the partnership to shift over time, with initial support focused on providing high-level communications strategy and vision.

4. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **July 14 at 5pm ET**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with Climate Mayors, clear costs and detail on experience in this area.

Proposals should be limited to 10 pages (front and back), not including a cover page/letter and attachments. All applications must be submitted in English and in PDF format. Text must be 11 point or larger.

Proposals should include:

- **Organizational Profile & Key Staff**
 - Details of the organization and proposed team - please include relevant experience and expertise, especially that related to climate change and city communications, limiting resumes to two pages per person. Include information about the organization's commitment to equity, diversity and inclusion.
- **Approach, Work Plan & Timeline**
 - Description of how you will deliver the project, including assumptions you are making about the project. Specifically, detail how you will approach establishing work plans on an ongoing basis with input from the partner organizations.
- **Management Plan**
 - Explanation of how the bidder proposes to work with Climate Mayors and project partners to manage the project (key roles and responsibilities), and provide a plan for reporting progress, decision-making, and approvals.
- **Risk Management Approach**
 - Description of any risks and assumptions made in planning this work along with appropriate management and mitigation strategies.
- **Budget and Fees**
 - An itemized breakdown of costs including applicable fees, direct, and indirect costs in order to enable evaluation of cost reasonableness.
 - Bidder may propose how to structure the contractual agreement to best reflect the project approach. For example, a retainer, open scope of work, or other arrangement.
- **References**
 - At least two recent references with phone and email contact details.

4. RfP and Project Timeline

RfP Timeline:

RfP Timeline	Due Date
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Request for Proposals sent out	June 28, 2023
Questions submitted to CM	July 5, 2023
CM responds to questions	July 10, 2023
Deadline for receiving Offers	July 14, 2023
Evaluation of Proposal	July 17 -21, 2023
Presentation on Proposal (if requested)	July 18 or 19, 2023
Selection decision made	July 24, 2023
Proposal finalisation and agreement	July 24-28, 2023
Contracting and project start	July 28 2023
Contract end date	January 28 2024

Project Timeline

Project Timeline	Due Date
The project initiation phase must be completed by	August 4, 2023
Project planning phase must be completed by	August 11, 2023
The project is due to run until	Jan 28 2024

5. Proposal Evaluation Criteria

All proposals will be evaluated by a selection panel comprising staff from C40, Climate Mayors, and USDN based on the following criteria:

Evaluation Criteria	Weighting
Relevant past experience running a coordinated communications campaign	25%
Expertise in federal climate legislation, clean energy, decarbonization, transportation policy. Knowledge of local government a plus.	25%

Ability to meet cost effectiveness.	20%
Immediate availability of Supplier to initiate project activities and ability to quickly and flexibly respond to needs of project..	15%
Client References	15%

6. Project Budget

The total contract amount for this project should be no more than US\$60,000 for 6 month contract including applicable taxes.

7. Submissions

Each Potential Supplier must submit 1 copy of their proposal to the email address below by July 14, 2023 at 5pm EST.

Rachel Paris
 Membership & Communications Manager
 rachel@climate-mayors.org