



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Collectively Advancing Opportunity and Prosperity for All

REQUEST FOR PROPOSAL

Issue Date: December 8, 2021

Due Date: December 31, 2021

Submit RFP to: Judy.kruger@laedc.org

The Los Angeles County Economic Development Corporation (“LAEDC”) is soliciting proposals from an experienced marketing/communications consultant for a short-term contract position. The retained consultant will provide specific marketing and communications services under a new program for a six-month period.

OBJECTIVES AND SUMMARY:

The consultant will provide temporary project administration, coordination, and execution for Los Angeles Digital Equity Action League (LA DEAL) program. The marketing/communications consultant will work with the LA DEAL team to provide website content enhancements including collecting, editing and posting a larger clearinghouse of relevant information such as data, mapping, affordable rate plans, device solutions, digital literacy training providers, grant programs, best practices from other regions, public policy developments, opportunities to weigh in with public comment to CPUC and local and state legislative bodies, etc. The consultant will also provide LA DEAL Communications Outreach including an e-newsletter focused on digital inclusion that will be uploaded to the website and emailed to relevant stakeholders in the region with links back to LADEAL.org version 2.0.

BACKGROUND:

LA DEAL established a simple website at www.ladeal.org in the spring of 2021 to begin to inform and connect interested stakeholders, make task forces publicly accessible, and provide a clearinghouse of information on resources and pending public policy. The Digital Equity Community values this new website and agrees it needs to be made more robust and more comprehensive and kept as current as possible.

Hence, the Economic Development Corporation of Los Angeles County (a 501c3 non-profit corporation) doing business as the LAEDC, as the co-convenor of the LA DEAL and the original developer of the 1.0 version of the LADEAL.org website, seeks a marketing/communications consultant to create and maintain through June 30, 2022 a 2.0 version of the website to help accelerate the closure of the digital divide in the LA region.

DUTIES INCLUDE:

- **Coordinate marketing activities** including research of key community stakeholders, such as city officials, city managers, CBOs, ISPs, educators, and broadband practitioners.

- **Manage website content** including collecting, editing, posting timely/regular updates of all such relevant information on the LA DEAL site.
- Coordinates and designs **event email marketing campaigns**. Assist in tracking and building out the programs marketing contact list of key stakeholders.
- Plans outreach and executes **community meetings** either online or in-person.
- Coordinate with marketing staff to **develop collateral development** for LA DEAL, including event announcements, brochures, flyers, reports, etc.
- Posts **content to social media platforms** (LinkedIn, Twitter, Facebook), with the goal of increasing engagement and followers, including paid campaigns to drive event attendance.
- Coordinates with department heads and executive management to meet deliverables required for the **restructuring of a new LA DEAL website**.
- Maintains **data analytics** for website, social media and email marketing campaigns
- Works with supervisor to create **monthly marketing milestones**, with detailed information for event campaigns and deliverables.
- Collaborate with the LAEDC Marketing Manager and UNITE-LA’s Marketing Manager to **integrate email marketing campaigns** seamlessly within LAEDC’s CRM system and Salesforce to ensure consistency and accuracy within our contact database. Provide UNITE-LA with updates to the email list.

REQUIRED / DESIRED QUALIFICATIONS:

The consultant must have marketing and communication experience. It is desired that the consultant has a working knowledge of broadband and digital equity issues and research.

SCOPE OF SERVICES:

The contract for consultant will begin on or around January 1, 2022 and end June 30, 2022. The consultant will report directly to the Senior Director of Strategic Initiatives. The consultant will send the Senior Director of Strategic Initiatives a monthly invoice due no later than 10 days after the close of the month. In addition, invoices must be submitted with a summary of activities achieved and hours spent working on the project.

PROPOSAL CONTENT

Section	Topic	Information needed
	Cover Letter	Summarize the major points of differentiation contained in the proposal and provide the name, title, address, telephone number and email address.
1	Firm Overview	Provide a brief description of the consultant’s firm including history, core business lines, and location of offices.
2	Approach	Describe the approach you will utilize to complete this project. Specifically detail your approach to project management.
4	Experience/References	Provide a list of recent projects that demonstrate the consultant’s experience with similar assignments and include 3 references.
5	Proposal Pricing	Provide hourly rate pricing / monthly pricing.

6	Signature	Provide signed and dated proposal with above information.
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