

# LISC WESTERN NEW YORK

Request for Qualifications (“RFQ”)

## Program Brand Development for LISC WNY Neighborhood Planning Program

### I. General Information & Requirements

#### A. Request for Qualifications

The Local Initiatives Support Corporation of Western New York (LISC WNY) requests statements of qualifications from brand development specialists and/or graphic design professionals to assist in developing brand guidelines and visual supports for LISC WNY’s Comprehensive Livability Investment Planning (CLIP) program. Qualified professionals are invited to respond to the scope of work in entirety or elements of the scope, specifically: a) brand identity, and/or b) visual design supports.

#### B. Background

LISC WNY works regionally with partners to bring local neighborhood ideas to life; creating great places to live, work and raise a family for all. LISC WNY is part of a national community & economic development organization that links neighborhoods and individuals with the tools they need to thrive. Through a place-based and people-centered approach, we support the areas of Livability, Housing, Income & Wealth Building, and Neighborhood Business. At its core, LISC is a community development financial institution that makes investments to help transform neighborhoods that traditionally have not had support. To learn more about our programs, visit [www.lisc.org/wny](http://www.lisc.org/wny).

## C. Comprehensive Livability Investment Planning (CLIP) Program

CLIP is a community-based planning process that convenes residents, community leaders, and civic organizations to develop a vision for a neighborhood (or site) and to translate that vision into achievable strategies. The strategies that emerge out of the planning process form a roadmap for physical development, programmatic partnership and investment. The CLIP process foment partnerships, builds neighborhood institutional and social infrastructure, and creates consensus around priority projects.

**CLIP is therefore as much about the process as it is the final plan.**

LISC adds value by providing funding, strategy and training to local partners. As an intermediary, LISC offers connections to both local and national knowledge and resources. LISC also plays a critical role as a bridge-builder, drawing residents, local organizations and public actors into dialogue and reconciling the various priorities that may exist, and aligning multiple goals.

## D. Objectives

LISC is seeking qualifications from brand development specialists and/or graphic design professionals with the expertise, capacity, and cultural competency to provide: messaging and language, intuitive name recommendations for the program, and visual program supports that fit within LISC's overarching brand, while also allowing flexibility for neighborhoods to co-brand within the LISC umbrella.

LISC WNY will pre-screen firms to select consultants from the pre-qualified list and negotiate specific scopes of work as appropriate for the branding project.

We are looking for firms who offer the following services as detailed more fully below. Firms are invited to respond to the scope of work in entirety or elements of the scope, specifically: a) brand development, b) visual brand supports

- Brand Development
  - o Name development (outside of 'Livability')
  - o Language that provides a clear understanding of what the program goals are
- Visual Brand Supports
  - o Graphics to support the language goals above
  - o Overarching program logo and other visual supports for LISC WNY office
  - o Sub-branded logos and design elements that can be shared with neighborhood partners

A successfully branded program would support what we do to funders, institutional partners and neighborhood partners. Successful brand development will lead to external recognizability when a neighborhood is in relationship with LISC. Successful visual supports will allow for design elements and logos to be easily adaptable to any neighborhood LISC is in relationship with, regardless of geography.

Consultant work product will belong to LISC WNY.

Due to COVID-19 pandemic, respondents should be prepared to do work remotely and adhere to CDC guidelines.

### E. Budget

Project budget is \$10,000.

## II. Schedule of Dates

Release of RFQ	May 14, 2021
Questions Due	May 21, 2021, 3:00pm EST
Answer to Questions	May 25, 2021
Qualifications Due	May 28, 2021, 3:00pm EST
Negotiation & Award of contracts	Rolling beginning June 1, 2021
Exploration with LISC team	June 9, 2021
Preliminary scope of work complete	June 30, 2021
Work complete	July 31, 2021

## III. Scope of Work

### A. Program Brand Development

LISC WNY is looking to enter a service agreement with a qualified consultant who will be able to package a name, key messages and language that provides a clear understanding of what the Livability Program goals are.

Extensive experience in brand development that allows for strong visual representation is desired.

The consultant will work closely with LISC WNY program officers to acquire the data sets necessary for this work.

LISC WNY will provide:

- Background of community input gained from our 5-year strategic planning process
- Interviews with key staff members
- Input gathered from community members via events, meetings, survey feedback, related to the Livability program
- Existing key messaging, target audiences, communications strategy

The consultant will:

- Review community input, messaging, target audiences and existing work to coordinate a brand strategy with LISC WNY for deeper key messages and targeted audiences related to the Livability Program.
- Build upon the Livability Program brand to develop sub-brands for the use of neighborhoods LISC is in relationship with.
- Develop key messages and linkages for how these brands interrelate and co-exist

## B. Visual Brand Supports

LISC WNY will take the key messages, audience information, and brand strategy outlined above to develop visual brand supports for this project.

LISC WNY will:

- Provide brand book, colors, fonts, to the consultant and advise on appropriate branding coordination
- Review drafts and provide feedback for editing

The consultant will:

- Develop a suite of graphics for LISC WNY's use, including but not limited to: program logo coordinated with key messages and name, graphic images, document headers, footers, or other relevant design material that suits the body of work
- Develop a second suite of graphics for partners' use, depicting a sub-brand of the program that is adaptable to neighborhoods and their respective identity.

## IV. Diversity, Equity, Inclusion & Sustainability

### A. SMW Enterprise

LISC is committed to working with small, minority and women-owned business enterprises and encourages submissions from SBEs, MBEs, and WBEs and/or joint submissions that pair SBE, MBE or WBE with another experienced provider.

### B. Workplace Diversity

LISC encourages our contracting partners to adopt business methods and models that foster and result in a diverse workforce. Respondents shall provide a copy of their Equal Employment Opportunity Policy (EEO) and complete the provided Equal Employment Opportunity Staffing Plan.

### C. Local Preference

In support of our local economic development goals, LISC shall identify and give preference to providers located in Western New York if price, fitness, availability and quality are otherwise equal.

### D. Equitable Business Practices

If the consultant participates in any initiatives and practices designed to improve equity for BIPOC and other entities (please see the 2018 AIA Guides for Equitable Practice for examples) please attach a description for consideration.

### E. Sustainable Business Practices

If the contractor participates in any triple bottom line sustainable business practices such as, but not limited to, transportation demand management, energy conservation, green building practices, green jobs training, recycling, composting, and/or sustainable materials purchasing, please attach a description for consideration.

## V. Selection Criteria

### A. Goals and Requirements

Respondents should carefully review the goals and requirements of this RFQ. Qualifications will be evaluated for “best value” based on the following criteria listed below:

1. Demonstrated capacity to execute projects in a timely and high-quality manner
2. Demonstrated ability to work successfully with mission-driven organizations such as nonprofit organizations and mission-based organizations

### B. Other Competitive Criteria

In addition to the qualifications above, LISC WNY will also consider the following competitive criteria:

1. Expertise & Quality of services as evidenced by previous work
2. Experience working with communities of color
3. Location
4. Certification as a New York State MWBE firm
5. Applicant’s organizational capacity to undertake the project

6. Availability
7. Fee
  - a. Provide a proposed cost/pricing structure the services described in this RFQ;
  - b. Respondents must include hourly rates;
  - c. Include a multiplier for reimbursables (if any).

## VI. Qualifications Statement Format

Every respondent to this RFQ should complete the attached form and submit a statement which clearly and concisely provides all of the information requested. Emphasis should be concentrated on conformance to the RFQ instructions and requirements, as well as completeness and clarity in its response. The respondent is advised to thoroughly read and follow all instructions contained in this RFQ.

### A. Presentation

All submittals must be "8 ½ x 11" sized pdf format, typed with at least 11 pt. font, single spaced, with a maximum of 15 pages, including:

- Cover letter,
- RFQ form (included),
- EEO form (included),
- Resumes, and
- Project sheets.

### B. Quantity

Each Respondent may submit one (1) electronic copy for the Statement of Qualification.

### C. Submission

The application must include all required information and must be deemed complete by LISC WNY.

1. Submissions should be sent to LISC WNY care of Saira Siddiqui (Communications & Neighborhood Business Support), email: [SSiddiqui@lisc.org](mailto:SSiddiqui@lisc.org).
2. Deadline for submission is **3:00 pm EST, May 28, 2021**.
3. Submissions will be promptly reviewed by LISC WNY. Interviews and/or additional information may be requested as needed.

## VII. Communications

All parties who have an intent to submit a Qualifications Statement may direct questions or requests for clarification regarding the RFQ via email, citing the RFQ page and section to Saira Siddiqui. Any question received after the deadline may not be answered. The comprehensive list of questions/requests for clarifications and the official responses will be sent via email to all Respondents who have provided an email to the Communications & Neighborhood Business Support Staff.

## VIII. REQUEST FOR QUALIFICATIONS FORM

<b>Type of Service Offered</b> (from bulleted list under <i>Description of Services Required</i> above):	
<b>Company Name:</b>	
<b>Primary Contact:</b>	
<b>Phone Number:</b>	
<b>Mailing Address:</b>	
<b>E-Mail Address:</b>	
<b>Website:</b>	

Please indicate if you consider your company as one of the following:

	Y/N	Certified (Y/N)
<b>Small Business Enterprises (SBEs)</b>		
<b>Minority-Owned Business Enterprises (MBEs)</b>		
<b>Women-Owned Business Enterprises (WBEs)</b>		

Experience:

<b>Years of business operation</b>
<b>Total years of experience delivering the service:</b>
<b>Description of other experience with neighborhood planning.</b>
<b>Description of experience with other community development projects.</b>
<b>Description of experience working in neighborhoods that have seen significant disinvestment:</b>
<b>Description of experience working with community development organizations:</b>

<b>Description of experience working with communities of color:</b>
<b>Description of results achieved from engagements described above:</b>

**SERVICE AREAS:**

Please indicate which geographic areas you would be willing to serve.

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**CAPACITY & AVAILABILITY:**

Please describe your capacity to take on new clients at this time and your availability through July 2021. Please indicate how long you are available for, and how many projects you have the capacity to take on during this time period. Please also indicate if there are significant periods of time when you will not be available to perform work in 2021.

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**REFERENCES:**

Please provide three references.

Name of Reference	Phone Number and E-mail Address of Reference

**PREVIOUS EXPERIENCE WORKING WITH LISC:**

If vendors have previously worked with LISC, please indicate which programs they have worked with, the type of engagement and the year of the engagement.

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## IX. STAFFING WORKSHEET

Name	Degree	License/ Certifications	Area of Expertise	Length Of Time With Proposing Company	Overall Years Of Experience	Role for Projects Resulting From RFQ	Base Location	Hourly Rate 2020	Hourly Rate 2021

Total  
project  
time:

## X. EQUAL EMPLOYMENT OPPORTUNITY STAFFING PLAN

Company: \_\_\_\_\_

This report includes consultant's: Y work force to be utilized on this project Y total work force

Enter the total number of employees for each classification

Job Category	Total Work Force	Work Force by Gender		White		Black		Hispanic		Asian & Pacific Islander		Native American		Total Minority		Disabled		Veteran		Erie/Monroe County Resident	
		Male (M)	Female (F)	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Board Member																					
Executive/Senior Level Officials & Managers																					
Mid-Level Officials and Managers																					
Licensed Professionals																					
Technicians																					
Marketing																					
Service Workers																					
Administrative support/clerical workers																					
Other:																					
TOTALS																					
PREPARED BY (Signature):									Telephone #:								Date				
Name and Title (Print or Type):									Email:												

## XI. COST PROPOSAL

Service from RFQ List :	Name	Hours		Expenses	Budget	
		#	%		#	%
A. TASK						
1. Activity	Staff member 1					
	Staff member 2					
2. Activity						
B. TASK						
C. TASK						
Subtotal						
Overhead (identify percentage)						
Profit (identify percentage)						
Total						