

Project Title: Municipal Communications Consultant

BACKGROUND:

The School Building Advisory Committee (SBAC) of Cape Elizabeth, Maine, is inviting proposals from qualified Communications Consultants with strong municipal communications experience. This initiative is to aid in strategic communications and community outreach, enhancing public understanding and engagement with the SBAC's activities and ongoing building project.

The SBAC is a joint ad hoc advisory committee of the School Board and the Town Council, instituted in March 2023. After a \$116 million school bond referendum was rejected in November 2022, the SBAC was formed to construct a pragmatic, cost-effective strategy for meeting Cape Elizabeth's school building needs. A primary objective of the SBAC is to propose a revised referendum by November 2024.

For additional background information, please visit:

<https://www.capeelizabeth.com/SchoolBuildingAdvisoryCommittee>

SCOPE OF WORK:

The Communications Consultant will work closely with the SBAC and SBAC Communications Sub-Committee to:

- Develop and implement a comprehensive communication strategy to educate and inform the public with respect to the SBAC's initiatives.
- Management of SBAC website and social media channels.
- Help plan, manage, and facilitate community outreach, public forums, meetings, and presentations.
- Draft and disseminate press releases, articles, reports, and other materials pertinent to the SBAC's activities.
- Monitor and analyze public sentiment and provide recommendations for course corrections as needed.
- Present regular updates to the SBAC.
- The candidate should be able to attend occasional meetings in person, but the majority of work can be conducted remotely.

PROPOSAL REQUIREMENTS:

A detailed profile of the firm or individual, including qualifications and relevant experience.

- A proposal for a communication and outreach strategy.
- Case studies of previous projects of a similar nature.
- A proposed budget and timeline for completion that aligns with the projected term of the contract, ending in November 2024.
- Three references from recent clients.

EVALUATION CRITERIA:

- Proposals will be evaluated on the following criteria:
- Relevant experience and qualifications.
- Clarity, innovativeness, and feasibility of the proposed communication and outreach strategy.
- Budget and timeline.
- Feedback from client references.

TERMS AND CONDITIONS:

The SBAC reserves the right to reject any or all proposals or to award the contract to the next most qualified bidder if the successful bidder does not execute a contract within thirty (30) days after the award of the proposal.

The SBAC is not responsible for any costs incurred in the preparation of the proposal.

All proposals become the property of the SBAC.

PROPOSAL SUBMISSION:

Interested firms should submit a detailed proposal outlining their approach to municipal communications and their experience conducting similar projects. Proposals should also include a detailed project timeline and budget breakdown.

Interested firms should submit twelve paper copies of their proposal along with a Statement of Qualifications of the firm to conduct this work.

Responses are due to:

Chris Record, Ph.D., Superintendent of Schools

Cape Elizabeth School Department

320 Ocean House Rd

Cape Elizabeth, ME 04107 (**by 2pm on August 18th, 2023**)

For more information please contact: Dr. Chris Record 207-799-2217, ext. #271

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