



REQUEST FOR QUALIFICATIONS (RFQ)

RE-ISSUED: COMMUNICATIONS AND MARKETING SUPPORT SERVICES FOR HOUSTON LAND BANK

Opening Date: January 3, 2025

Re-issued Date: January 31, 2025

Close Date: February 21, 2025

Responses Due to the [HLB Intake Form](#)

No Later than 5 p.m. Central on Friday, February 21, 2025.

1. Purpose

The Houston Land Bank (HLB) invites qualified firms or individuals to submit their qualifications to provide comprehensive communications and marketing support services. It is the strategic goal of HLB to broadcast its message to a broader audience, using various media channels to inform prospective homebuyers about eligibility requirements, available programs, and the steps to qualify for and purchase affordable homes. By leveraging television, radio, and print media, HLB seeks to raise awareness and engage with a wide-spread audience, ensuring that more individuals and families are aware of their affordable housing options. This expanded outreach ensures that homebuyers are informed and supported at every step of the process, ultimately increasing participation in HLB's programs and improving access to homeownership for underserved communities.

The selected firms will advance HLB's mission to return vacant, abandoned, or damaged properties to productive use, with a focus on affordable housing development and community revitalization. HLB expects to select approximately three firms. Selection is not a guarantee of work; work is based on project availability and funding.

P.O. Box 2549, Houston, Texas 77252
281.655.4600

houstonlandbank.org

The original RFQ was posted on January 03 2025, this re-issued version removes initial requested services under Event Planning & Management and Community Engagement & Meeting Facilitation.

2. Scope of Services

HLB seeks firms with proven experience to perform the following services:

- 1. Communications and Marketing Assessment**
 - Conduct an audit of existing external communications, advertising, and marketing efforts.
 - Identify HLB's key messages, target audiences, and stakeholders.
- 2. Strategic Communications and Marketing Plan**
 - Develop a comprehensive communications strategy for promoting HLB's programs and initiatives.
 - Align messaging, branding, and tone with HLB's mission and goals.
 - Establish actionable plans for earned, paid, and digital media outreach.
- 3. Outreach Tools, Advertising and Digital Media**
 - Create and implement advertising campaigns across print, broadcast, email, and social media.
 - Provide creative design and development for collateral materials (reports, ads, visual displays).
 - Develop creative, multilingual outreach tools, including flyers, fact sheets, newsletters, and social media content to promote events and programs.
 - Develop original, multilingual copy (English, Spanish, and other languages spoken in Houston's diverse communities).
- 4. Public Relations and Crisis Communications**
 - Build and pitch media stories, press releases, fact sheets, and press conferences.
 - Develop and implement crisis communication protocols and on-call support.
 - Strengthen relationships with community partners, media outlets, and local stakeholders.
- 5. Digital Content Creation and Strategy**
 - Develop engaging content for social media, web, and email platforms.
 - Implement a targeted social media strategy across Facebook, Twitter, LinkedIn, and Instagram.
 - Design templates for graphics, reels, and digital media assets.
- 6. Capacity-Building and Reporting**
 - Train HLB in-house staff to implement communications strategies.
 - Participate in bi-weekly meetings to track progress and provide reports.



3. Submission Requirements

Qualified firms must submit the following:

- 1. Statement of Qualifications**
 - Firm's background, experience, and capabilities.
 - Resumes or bios for key team members assigned to this engagement.
- 2. Relevant Experience**
 - Case studies of past work with public-sector or non-profit organizations.
 - Examples of strategic communications plans, PR campaigns, and event management.
- 3. References**
 - Contact information for three (3) recent clients.
- 4. Fee Schedule**
 - Outline hourly rates and estimated costs for key services.

4. Evaluation Criteria

Submissions will be evaluated based on:

1. Relevant Experience and Qualifications (30 points)

- Demonstrated experience in providing communications, marketing, and community engagement services for public sector, non-profit, or community redevelopment initiatives.
- Proven experience working with diverse, multilingual, and underserved communities.
- Quality and relevance of past projects, including case studies and examples of successful outcomes.
- Qualifications of key personnel, including facilitators, communication specialists, and engagement coordinators.

Scoring Guide:

- Excellent: 25–30 points
- Good: 18–24 points
- Average: 10–17 points
- Below Average: 0–9 points



2. Proposed Approach and Methodology (30 points)

- Comprehensive and innovative approach to fulfilling the scope of services, including strategic communications, meeting facilitation, and community engagement.
- Thoughtful integration of equitable outreach practices to reach multilingual and marginalized populations.
- Clear methodology for planning and facilitating workshops, public meetings, and digital engagement strategies.
- Use of creative tools and techniques for outreach, feedback collection, and stakeholder reporting.

Scoring Guide:

- Excellent: 25–30 points
 - Good: 18–24 points
 - Average: 10–17 points
 - Below Average: 0–9 points
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3. Creativity and Accessibility of Tools (20 points)

- Development of creative and accessible outreach tools, such as event flyers, social media content, multilingual materials, and digital engagement platforms.
- Demonstrated ability to make content user-friendly and impactful for diverse audiences.
- Integration of innovative digital strategies (e.g., online surveys, webinars, and interactive tools) to expand participation and feedback opportunities.

Scoring Guide:

- Excellent: 17–20 points
 - Good: 13–16 points
 - Average: 8–12 points
 - Below Average: 0–7 points
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4. Cost Proposal and Value (20 points)

- Cost-effectiveness of the proposed fee schedule relative to the scope of work.
- Clarity and transparency of pricing structure, including hourly rates, project costs, and deliverables.



- Alignment of costs with the firm's experience, qualifications, and proposed approach.

Scoring Guide:

- Excellent: 17–20 points
- Good: 13–16 points
- Average: 8–12 points
- Below Average: 0–7 points

Summary of Scoring

Category	Points
Relevant Experience and Qualifications	30
Proposed Approach and Methodology	30
Creativity and Accessibility of Tools	20
Cost Proposal and Value	20
Total	100

5. Submission Instructions

- **Deadline:** February 21, 2025, at 5:00 PM CST
- **Submission Method:** Submit qualifications and pay \$100 application fee via the [HLB Intake Form](#) by 5 p.m. Central time on February 21, 2025. Submissions received and paid before the re-issue of this RFQ, will not need to re-submit another application fee. Additionally, revisions if needed, may be submitted by the deadline of February 21, 2025.

6. Questions and Clarifications

The deadline for all inquiries or questions regarding this RFQ has been extended due to the re-issue of this RFQ. All questions or inquiries must be submitted in writing to procurements@houstonlandbank.org by **February 13, 2025**. Responses will be posted publicly on the [HLB website](#).



