



REQUEST FOR QUALIFICATIONS (RFQ)

COMMUNICATIONS, COMMUNITY ENGAGEMENT AND MARKETING SUPPORT SERVICES FOR HOUSTON LAND BANK

Opening Date: January 3, 2025

Closing Date: January 31, 2025

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

No Later than 5 p.m. Central on Friday, January 31, 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. This includes strategic communications planning, public relations, crisis communications, event planning and management, and digital content strategy and creation.

The selected firm 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.

2. Scope of Services

HLB seeks a firm 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.

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houstonlandbank.org

- 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. Event Planning and Management**
 - Plan and execute workshops, community meetings, press convenings, and project site visits.
 - Handle event logistics such as venue coordination, scheduling, invitations, sign-in, and post-event feedback collection.
- 6. Community Engagement and Meeting Facilitation**
 - Provide professional facilitators to manage meeting flow, gather input, and document key takeaways.
 - Develop pre-meeting agendas, guiding questions, and interactive tools (surveys, polling) to encourage participation.
 - Incorporate equitable outreach practices, ensuring engagement with multilingual and historically marginalized communities.
- 7. 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.
- 8. 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:** January 31, 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 January 31, 2025

6. Questions and Clarifications

All inquiries or questions regarding this RFQ must be submitted in writing to procurements@houstonlandbank.org by **January 15, 2025**. Responses will be posted publicly on the [HLB website](#).

