



MEMORANDUM

To: CMAP Planning Coordinating Committee

Date: November 10, 2009

From: CMAP Staff

Re: *GO TO 2040* Production and Promotion RFP

On October 9, 2009, CMAP posted a request for proposals for *GO TO 2040* Plan Production and Promotion (on the web at <http://bit.ly/2yB8lQ>). Our desire is to explore options for working with one or more contractors in producing the *GO TO 2040* plan and promoting its implementation. The contractor(s) would *not* be responsible for writing the plan or for leading its implementation, two core responsibilities that must belong to CMAP itself.

The contractor(s) *would*, however, be responsible for helping our agency to develop an effective campaign for communication and outreach related to the *GO TO 2040* plan. This campaign will be modeled closer to a political campaign than to a marketing campaign; the comprehensive plan is not so much a product CMAP is selling as a set of active strategies that need support from stakeholder groups if they are to be successfully implemented.

The project will have two primary and concurrent objectives: to bring the plan to completion, and to begin driving the plan's implementation. These activities will begin simultaneously at the start of the contract. All aspects of the implementation strategy need to be put in place well before the plan is completed in October 2010, which is when the implementation strategy will reach full throttle via large-scale stakeholder and public engagement by CMAP.

Potential services to be contracted include:

- Planning campaign development and execution (to educate local officials, other decision makers, and the general public through effective messaging, media relations, marketing, and outreach)
- Publication production (to publish the *GO TO 2040* plan and related materials, including a "popular summary" for broad distribution)
- Technical illustration (to graphically depict complex planning concepts, including architectural site renderings)

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- Web development (to create a *GO TO 2040* "implementation web" that will be the nexus for leaders, planners, and residents to get and stay involved long-term in making the 2040 vision a reality)
- Video production (both to create web multimedia illustrations and possibly to produce a 30- to 60-minute documentary that could be aired on local television to launch the implementation phase in fall 2010)

Because one firm is not likely to have expertise in all of these areas, our preference is to hire a prime contractor that would have overall responsibility for carrying out and coordinating a range of campaign services. We are open, however, to selecting one or more contractors that might be responsible for a smaller set of services within the overall project. Please refer to the full RFP for more details about these services.

CMAF will continue to have responsibility for writing the plan and for setting its priorities. The selected firm will be responsible for helping to produce a range of materials to convey the plan and its priorities to a variety of audiences. CMAF has extensive in-house capabilities for data collection and dissemination, research and analysis, writing, graphic design, and printing. We will select a team of partners who complement rather than duplicate CMAF's own skill sets and resources to maximize impact of the *GO TO 2040* plan.

Among other important skill sets will be the ability to help CMAF formulate concise messages to be conveyed in various formats, including printed collateral material, press releases, web pages, and multimedia. To coincide with completion of the *GO TO 2040* plan, CMAF will launch an "implementation website" where multiple audiences from across the region will find a rich set of interactive tools and resources. Executed properly, the site should encompass or could even replace the current CMAF and *GO TO 2040* websites.

Funds are available through the UWP and from foundation funding to pay for core activities described in the RFP. A supplemental activity involves production of a long-form (30- to 60-minute) video that could air on local public television, which would depend on additional foundation funding. We anticipate interviewing a select group of proposers during mid- to late November. If that process is fruitful, we would anticipate seeking approval of a contract at the CMAF Board's December meeting.

ACTION REQUESTED: Discussion.

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