



Request for Proposals

Digital Properties and Brand Alignment

Updated: December 20, 2022

Response Deadline: January 31, 2023

publicinnovation.jhu.edu | publicinnovation@jhu.edu

I. Summary

The Bloomberg Center for Public Innovation at Johns Hopkins University (the Center) is seeking proposals from experienced and qualified vendors to assist in reconciling and redeveloping a suite of brands and supporting digital resource optimization and development in accordance with the requirements set forth in this Request for Proposal (RFP).

The Center invites vendors with experience and expertise in these fields, as described herein, to submit proposals that detail their experience, expertise, and fees. It is our intention to select the firm whose brand development approach, design ability, and project management style best aligns with the needs of this project.

By virtue of your firm's general reputation within the regional marketplace, you have been pre-qualified to receive this RFP. Final selections will be made based on the evaluation criteria described in this RFP.

II. About the Bloomberg Center for Public Innovation at Johns Hopkins University

In 2021, Bloomberg Philanthropies and Johns Hopkins University launched the Center to boost public sector innovation and civic engagement around the world. The Center marries cutting-edge practice with world-class research in order to transform the culture of government, deliver exceptional results for community members, and inspire trust in public service. The Center builds on Mike Bloomberg and his team's support of cities around the world and his experience as mayor of New York City. The Center serves as a key partner in delivering Bloomberg Philanthropies' Government Innovation initiatives and runs a website that serves as the "front door" to all of Bloomberg Philanthropies' support for cities around the world.

The Center is structured into five practice areas that work together: Academic, Civic Engagement, Communications, Digital, and Innovation. These practices build upon each other's strengths to deliver programming to local governments, shape the public innovation field, and advance the Center's platform.

III. Project Background

The Center is a relatively new entity that manages many programs and offerings – some that originated prior to our launch and several which are newly created. Our program offerings include, but are not limited to, the following:

- The Center hosts and manages bloombergcities.jhu.edu, which was established at JHU prior to the Center's official launch. This website serves as the front door and a key communication platform for one of Bloomberg Philanthropies' main audiences: city leaders. As such, it is the main advertising platform to highlight new and upcoming support, and a place to join the new Bloomberg Cities Network, an exclusive peer network of support for cities and their senior leaders just beginning their engagement in Bloomberg Philanthropies programming.
- The Center serves as the permanent home for several flagship Bloomberg Philanthropies government innovation programs, such as Innovation Teams (i-teams).
- The Center houses [Cities of Service](#), which was incubated at Bloomberg Philanthropies before operating independently for 6 years and then merging into JHU in 2020.
- The Center acts as a digital and creative enablement partner to Bloomberg Philanthropies for ongoing programs and initiatives, including the recently launched Local Infrastructure Hub (localinfrastructure.org).

The selected vendor will work collaboratively with our Creative Officer, Communications Director, Executive Director and other key Center staff to complete a branding exercise and develop a recommendation of reconciling and aligning the existing and expanding constellation of brands, websites, social channels, and other digital platforms (i.e. Learning Management Systems) that are

administered by the Center. The selected vendor will also run design priority sessions that may engage key partners from Bloomberg Philanthropies, local government leadership, and the Johns Hopkins University and stakeholders.

IV. Statement of Work

The Center is seeking a qualified organization to undertake the following activities:

1. Brand Management Architecture

Develop and document a new brand architecture for Bloomberg Center for Public Innovation at JHU, Bloomberg Cities Network, Cities of Service, initiatives listed on website (City Data Alliance, Federal Assistance, Innovation Training, Local Infrastructure Hub, Mayors Challenge, Bloomberg), and other key initiatives not on the website.

2. Discovery Phase & Analysis

In this phase, JHU will conduct stakeholder interviews to get their buy-in on the proposed branding hierarchy and messaging and share their analysis.

3. Project Management

Create a detailed project plan outlining the necessary steps, timing, and dependencies for the project; coordinate and convene regular status meetings; and provide status updates to the Center's project team.

4. Brand Guidelines

Document the acceptable limitations related to uses of the brand of the Bloomberg Center for Public Innovation at Johns Hopkins, Bloomberg Cities Network, Bloomberg Cities Network Hub, and up to five related brands.

5. Production: Website Design Development & Delivery

Execute the relaunch of publicinno.jhu.edu, bloombergcities.jhu.edu, and up to three related brands and companion digital tools.

V. Timeline

The Center would ideally like to kick off the described work no later than March 23, 2023, with a beta launch of a new website platform in late Summer 2023. Following launch there will be a 45-day post launch support period.

Note: Additional meetings with eligible vendors may be required prior to selection.

RFP Schedule

Process	Date
RFP Issued	November 29, 2022
Update	December 20, 2022
Due Date for Vendor Questions	January 6, 2023
Due Date for Question Responses (from Johns Hopkins)	January 11, 2023
[Optional] Pre-Submission Q&A Sessions	January 12-18, 2023
Due Date for Intent to Bid and Clarifying Questions	January 20 2023
Due Date for Proposals	January 31, 2023
Vendor Interviews	February 1-8, 2023
Vendor Selected	February 15, 2023
Tentative Project Start Date, Dependent on Speed of Contracting Process	March 23, 2023

Due Date for First Deliverable	April 30, 2023
End of Contract	February 29, 2024

VI. Technical Requirements

For Digital Properties related to this proposal, Technical Requirements include

Development and Hosting Environment

- The ability to work within or migrate to Center-owned file repository and related cloud accounts.
- Work product compatibility with WordPress or Drupal 8
- Ability to develop and deliver a new CMS Implementation, including any needed development for the CMS such as creating content types, blocks, views, and taxonomies
- Select, install, and configure modules as necessary
- Create new custom modules as necessary
- CMS security framework and authentication integration
- Google Analytics 4 and Google Data Studio integrations

Front-End Development

- Production of required themes

- Production of UX content components
- Production of pattern library
- Unit testing:
 - Responsive (mobile-first design)
 - Meet or exceed WCAG 2.1 Level AA accessibility standards
 - Optimization
 - Utilizing page speed insights (we want the new site to be within 90-100)
 - Print style sheets
 - SEO
- Browsers Supported
 - Internet Explorer 11
 - WebKit browsers (Apple Safari, FireFox latest versions)
 - Chromium web browsers (Chrome, Opera, Edge, etc)

VII. Budget

Vendors should provide a proposed approach and budget that best reflects the requested set of tasks as needed. The project is expected to be a fixed-fee arrangement based on an agreed-upon list of tasks and timeline.

VIII. Submission Requirements

When responding to this RFP, the vendor should include the following, in the order listed below. Please separate and clearly label sections.

1. Statement of understanding of the project objectives.
2. Philosophy and methodology specific to this project. This should include a description of the approach and methodologies that will lead to the successful completion of the project.
3. Case studies, including public URL, of projects you have completed of comparable size, scope, and complexity.
4. Resumes and photos for the specific members of your proposed team who would lead and work on this project, including name, position at the company, years with the company, years in the industry, relevant experience and training related to the project in this RFP, and role on this project if awarded. We will plan to interview this team during the interview phase.
5. Proposed budget and detailed cost breakdown for each phase of the project. The cost proposal for Project Management, Research and Development, and Brand Management Architecture should be treated as a single package of work. The cost proposal for Website Design Development & Delivery (optional) should be treated as a 'stand-alone' package of work that may be tasked separately. Prices must be presented in USD.
6. Description of your overall experience working for higher-education / non-profit organizations / private philanthropy or governments, including work completed for Bloomberg Philanthropies, Johns Hopkins University, Johns Hopkins Medicine, or any Johns Hopkins subsidiary, if any.
7. Current reference information for three current or former clients, preferably organizations that are comparable to the Center or JHU, that have utilized services required in this RFP. Select a mix of long-standing and recent clients. For each reference include the following:

- a. Company name and physical address
 - b. Contact name and title
 - c. Phone number
 - d. Email address
 - e. Three- to five-sentence description of the work provided, duration and approximate budget amount
 - f. Date work was completed by your organization
8. Profile of your organization including number of years in business, core competencies, and the firm's organizational capacity to manage this work (e.g. total number of permanent staff and positions, contract or freelance workers, equipment, software, physical space, office locations). Please denote if you have any previous experience with SiteExecutive.
 9. Completion and submittal of the vendor Acknowledgement of RFP Conditions and Authorized Signature (included at the end of this RFP).

IX. Additional Requirements

1. The proposal must be received no later than 4:00 p.m. EDT on January 31, 2023.
2. Proposals are not to exceed a total of **35** pages in length, including portfolio examples.
3. The proposal must include a flat fee for the services requested and should be inclusive, with any foreseeable costs excluded from that amount identified and listed separately.

4. It is the Center's preference that all supplier team members be directly employed by the supplier's company. Any proposed subcontractors should be identified in this proposal and the general work performed defined.
5. All costs associated with the delivery of the project should be presented in a flat rate, fee-for-service format, and a projected hourly rate per team member.
6. Any costs or time accrued to develop and submit the proposal, or for the interview process, will not be reimbursed.

IX. Qualifications

- Selected firm must demonstrate that they have been in business for at least five (5) years.
- Selected firm and proposed staff must have proven experience with brand alignment efforts including the experience to reconcile multiple brands and digital properties and propose thorough plans to develop new, potentially consolidated brands and digital properties.
- Selected firm must have experience with branding campaigns, brand development (including the development and execution of market research), idea gathering, logo creation, and the development of marketing strategies to carry out the branding process.
- Selected firm must demonstrate experience researching, preparing, and conducting meetings and workgroups with brand stakeholders to gain agreement on direction forward.
- Selected firm will ideally understand and have experience working with the philanthropy sector and municipal government.
- Selected firm must have and demonstrate experience with web, digital tool development, and inclusive content development.

- Selected firm must demonstrate a commitment to diversity, inclusion, and equity in both their practice and work.

X. Evaluation Criteria

Factors that will be used to evaluate the submissions include:

- **Comprehension of the Organization and the Project** – The proposal demonstrates the bidder’s understanding of the organization and project needs as outlined.
- **Suitability of the Proposal** – The proposed solution meets the needs and criteria set forth in the RFP, and conveys the ability to meet the RFP requirements, including design, development, deliverables, timeframe and budget.
- **Expertise** – Skills in planning, developing, designing, recommending and communicating appropriate technical and aesthetic solutions is evidenced by the proposal. Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project evidenced by past and current project experience, references and organizational capabilities.
- **Pricing and Terms** – The price is commensurate with the value offered by the vendor.
- **Quality Customer Service and Support** – Organization profile demonstrates the ability to provide consistent service and support.
- **Depth and Suitability of Staff** – The bidding firm has an appropriate number of qualified staff to complete the project in the required timeframe.
- **Proposal Presentation** – The information is well organized and presented in a clear, logical manner. We welcome examples of your design aesthetic in the presentation of the proposal.

XI. Legal

Confidentiality Requirements

All reports, documentation, and material developed or required by the vendor as a result of a direct requirement specified in the contract shall become the property of the Center. The vendor shall agree and understand that all discussions with the vendor and all information gained by the vendor as a result of the vendor's performance under the contract shall be confidential and that no reports, documentation, or material prepared as required by the vendor shall be released to the public without the prior consent of the Center. The vendor must ensure complete confidentiality of all data/information to which they have access.

General Information

This section provides additional information as relates to the submission of proposals and selection of a Supplier.

1. The Center reserves the right to accept any and all proposals, in whole or in part, received as a result of this RFP, to waive minor irregularities, to negotiate in any manner necessary to best serve the interest of the Center. The Center reserves the right to make a whole award, multiple awards, a partial award, or no award at all. Non-acceptance of a proposal will mean that one or more others were deemed more advantageous to the Center, or that all proposals were rejected.
2. Any award resulting from this RFP will not alter the general business practices of the Center. The Center will continue to purchase other services on an as-needed basis.
3. Questions pertaining to this bid shall be directed to Amy Miller (amy.miller@jhu.edu) and Jovan Hackley (jovan.hackley@jhu.edu). All

emails will initially be acknowledged for receipt and then answered fully.

4. The Center reserves the right to amend this RFP at any time prior to the due date. If it does become necessary to amend any part of this RFP, Amy Miller (amy.miller@jhu.edu) and Jovan Hackley (jovan.hackley@jhu.edu) will furnish an addendum to all suppliers. Amendments shall be distributed within a reasonable time to allow suppliers to consider them in preparing their proposals. If the time and date for receipt of bids does not permit preparation, the time shall be increased to the extent possible in the amendment.
5. Proposals must include all applicable requested information and meet all specification requirements. If significant errors are found in the proposal, or if the proposal fails materially to conform to the requirements of the RFP, the proposal will be rejected.
6. Proposals must be made in the official name of the firm or individual under whom business is conducted (showing official business address) and must be signed by a duly authorized person.
7. Proposals are to be prepared simply and in a manner designed to provide the Center with a straightforward presentation of the supplier's capability to satisfy the requirements of this RFP.
8. Based upon the initial review of proposals, the Center may invite, without cost to itself, selected suppliers to make a virtual presentation of their proposal and their capabilities as a further consideration in the selection process. The Center reserves the right to make an award with or without negotiation.
9. Awards shall be made in writing and confirmed via email to the responsible person at the Supplier organization whose proposal is determined to be the most advantageous to the Center, based upon the requirements and evaluation criteria listed herein.

10. All work completed for this project becomes the property of the Center and may not be used for any other purposes without the express permission of the Center.

Vendor Acknowledgement Form

Vendor Acknowledgement of RFP Conditions and Authorized Signature

Pursuant to and in compliance with your Request for Proposal dated January 31, 2023, and the contract related documents, the undersigned agrees to enter into an agreement with the Center to fulfill the needs described in this proposal.

The undersigned affirms that to the best of his/her knowledge, there exists no actual or potential conflict between his/her firm and the Center, and its services under this agreement.

The selected supplier will inform Amy Miller (amy.miller@jhu.edu) and Jovan Hackley (jovan.hackley@jhu.edu), regarding possible conflicts of interest that may arise as a result of such a change. The selected supplier also affirms that there exists no actual or potential conflict between a Center employee and the supplier.

Corporate Name of Supplier:

Authorized Individual (Print Name):

Title:

Address:

City:

State:

Zip Code:

Phone Number:

Signature of Authorized Individual:

Date:

XI. Delivery

Proposals will be accepted by Johns Hopkins until 4:00 p.m. EDT on January 31, 2023. Please submit a soft copy (via email) of the proposal. The proposal should be submitted in a single volume.

Proposals should be emailed to: PublicInno@jhu.edu

ATTN: Digital Properties and Brand Alignment (RFP)

Contact

Amy Miller | amy.miller@jhu.edu

Jovan Hackley | jovan.hackley@jhu.edu