



# **City of Windsor Heights**

## **Request for Proposals**

### **Communication Plan**

---

#### **Introduction**

The City of Windsor Heights is uniquely positioned within the Des Moines metro with approximately 5,000 residents. As a land-locked suburb the community must think creatively about how to attract and retain businesses, customers, and residents as growth options will be required to be innovative and likely grass-roots efforts.

The City currently has a communications guide that outlines the City's communication objectives and goals which include objectives, social media policy, style guide, and crisis communication plan. It has been infrequently updated as a dedicated communications person is not a part of the City's employee structure. The City Clerk handles communications duties in addition to a multitude of other responsibilities. In addition, social media duties are not centralized as the Fire Department and Police Department manage their own social media presence.

The City's communication goals focus on ensuring effective and inclusive information flow to residents, businesses, and stakeholders. Key objectives include delivering important messages, providing access to emergency alerts, and offering up-to-date traffic and road closure details.

The following is a non-comprehensive list of citywide communication tools currently in use:

- City Website - [www.windsorheights.org](http://www.windsorheights.org)
- Monthly City Newsletter - [www.windsorheights.org/476/City-Newsletter](http://www.windsorheights.org/476/City-Newsletter)
  - Mailed using USPS EDDM service and emailed to those who subscribe
- Facebook
  - City Main Page - [www.facebook.com/iwindsorheights](http://www.facebook.com/iwindsorheights)
  - Police Department - [www.facebook.com/whgtspolice](http://www.facebook.com/whgtspolice)
  - Fire Department - [www.facebook.com/WHFD551](http://www.facebook.com/WHFD551)
- Instagram - [www.instagram.com/city\\_of\\_windsor\\_heights/](http://www.instagram.com/city_of_windsor_heights/)
- LinkedIn - [www.linkedin.com/company/city-of-windsor-heights-iowa](http://www.linkedin.com/company/city-of-windsor-heights-iowa)
- YouTube - [www.youtube.com/@windsorheightsiowa](http://www.youtube.com/@windsorheightsiowa)
  - Mainly to host recordings of Council meetings

The City of Windsor heights is issuing this request for proposals (RFP) to solicit proposals from qualified firms to update the City's communication plan and create an engagement plan with the basis of not having a dedicated communications specialist on staff.

#### **Scope of Work**

The scope of services presented below is an example of what meets the City's goals and objectives. This scope is not final until a consultant is selected, and negotiations are completed. Upon selection, the firm

will be expected to propose additions and modifications to the scope of work as is deemed necessary or advisable and to incorporate their expertise in the final scope. The proposal should also include a projected timeline.

#### General Communication

- Assess and evaluate the City's existing communications practices.
- Identify scenarios with need for crisis communications and create a plan for implementation.
- Identify key target audiences.
- Review current use of traditional methods of communication and establish their effectiveness, benchmark these methods with other local/regional/national jurisdictions' practices.
- Recommend a unified communication strategy that promotes the City in ways that are positive, personally relevant and targeted to key audiences.
- Propose criteria for evaluating communication and provide an action plan for moving forward.

#### Social Media

- Assessment of online tools and social media platforms that should be considered by the City.
- Devise a long-term plan to 1) create and sustain a cohesive digital and 2) maximize the digital presence of the City via websites and social media.
- Develop and implement processes to promote the City including special events and space rentals by optimizing use of social media (trends, hashtags, etc.)
- Create training material for elected officials to keep people engaged with the community online.

#### Branding/Marketing

- Assess and evaluate the City's current brand and position within the local markets.
- Devise a long-term plan to 1) create and sustain a cohesive digital brand for the City and 2) maximize the digital presence of the City via websites and social media.
- Develop a comprehensive brand strategy for multi-faceted relationships between departments, programs and public-private partnerships and utilization of the logos.
- Provide a written and graphical marketing plan that would be used to execute the City's strategic marketing plan.

#### Deliverables

[Type text]

- Communications Plan including but not limited to including a Branding and Social Media Policy
- Communications Training Material for Elected Officials

### **Submittal Requirements**

The City is requesting a PDF copy of the proposal, which must contain the following information:

- **Letter of Interest and Approach:** Please include a letter expressing the Consultant's interest in being considered for the project. As part of the letter, please describe your approach for providing the outlined deliverables and experiencing providing services to municipal or government clients.
- **Strategic Advisor/Project Manager Experience:** Please include information about the specific relevant experience of the Consultant or team who will draft the Communications Plan and serve as the principal contact for the scope of work.
- **Scope and Budget:** Provide a Scope of Work, proposed budget, billing rates, and schedule for the project.
- **Portfolio:** References from current or past clients with similar requirements.
- **Any additional recommended optional services and pricing.**

### **Evaluation Metric**

Proposals will be evaluated based on the following criteria:

Experience and expertise in providing communication services to municipal or government clients.

Quality and comprehensiveness of the proposed approach and methodology.

Qualifications and certifications of key personnel.

Cost-effectiveness of the proposed solution.

References and client testimonials.

Interview with primary contact point for finalists.

### **Submission Instructions**

Proposals must be submitted electronically to City Clerk Adam Strait at [astrait@windsorheights.org](mailto:astrait@windsorheights.org) no later than February 28, 2025. Late submissions will not be considered.

### **Timeline**

- RFP Issuance Date: February 1st
- Proposal Submission Deadline: February 28th

- Evaluation and Vendor Selection: Week of March 3rd
- Contract Negotiation and Award: Week of March 10th

Inquiries can be directed to:

Adam Strait

City Clerk

City of Windsor Heights

515-645-6810

[astrait@windsorheights.org](mailto:astrait@windsorheights.org)

**Disclaimer**

The City of Windsor Heights reserves the right to reject any or all proposals received in response to this RFP and to negotiate separately with any qualified MSP. Submission of a proposal indicates acceptance of the terms and conditions outlined in this RFP.