



## **LOS ANGELES CLEANTECH INCUBATOR REQUEST FOR PROPOSALS (RFP)**

### **Communications and Public Relations Support for LACI Initiatives**

**RESPONSES DUE: 6/08/2021**

#### **ABOUT LACI**

Los Angeles Cleantech Incubator (LACI)'s mission is to create an inclusive green economy by unlocking innovation, transforming markets, and enhancing community. Founded by the City of Los Angeles and LADWP in 2011, LACI was originally formed as a nonprofit regional economic development initiative. The organization utilizes a unique and integrated approach pursuing our mission by supporting underrepresented founders of cleantech startups and local small businesses, developing market signals and pilots needed to accelerate reduction of greenhouse gas emissions and air pollution, and ensuring the green economy benefits disadvantaged communities through workforce training and community pilots.

#### **REQUEST FOR PROPOSALS FROM A MEDIA/PUBLIC RELATIONS CONSULTING FIRM**

LACI is seeking a media/public relations consulting firm to provide general support on media strategy, outreach, and story placement around the organization's various initiatives. This year also marks the 10th anniversary since LACI's founding -- the consultant will help the organization gain earned media coverage on LACI's milestones and progress as well as overall mission and programs. The consultant will also assist the marketing and communications team on promoting LACI's various innovative pilots, reports, and policy initiatives. The consultant will also provide assistance to LACI's investment fund and startup companies on media strategy and outreach.

- **Media Strategy and Message Development** - Help shape points to promote initiatives and/or build organizational profiles as well as thought leadership around unique models LACI has developed around startups, research studies, pilots, and policies.
- **Drafting Releases, Statements, and Blog Posts**
- **Media Pitching Around LACI Initiatives and Companies**
  - Clean energy reporters
  - Tech business and finance reporters
  - Transportation press (regional and national)
  - BIPOC media to increase participation in LACI program
  - National and state public policy reporters
  - Los Angeles local and community media

- **Media Support to LACI Portfolio Companies** - Serve LACI portfolio companies as needed to help with media outreach around company announcements and offering interviews with founders.

**PROPOSAL RESPONSE REQUIREMENTS** Respondents are required to provide the following information in a proposal, at their sole cost and expense:

1. Letter of interest that contains the name, address and telephone number of the firm or contractor submitting letters of interest and resumes, including the name of the key contact person.
  - a. The partner, manager, and in-charge accountant who will be assigned to LACI if you are successful in your bid, including biographies.
  - b. A description of how and why your firm is rightly suited to serve our needs.
  - c. Background on your firm's experience working with nonprofits and cleantech businesses.
  - d. Provide references with contact information from a minimum of three clients who currently use bidder's services. At least one of the clients must speak to the bidder's performance with nonprofits and/or city, state and/or federally funded entities.
2. Media strategy outline for remainder of 2021 (May through December) including concepts for organizational profiles and/or 10th anniversary stories.
3. Budget with detail of the fee structure including a description of what would constitute out-of-scope work.
4. Other requirements to note in the proposal:
  - a. Any judgments within the last three (3) years in which Respondent has been adjudicated liable for professional malpractice with explanations as applicable.
  - b. Confirmation of appropriate federal and state licenses to perform activities as applicable.
  - c. Your firm's independence with respect to LACI.

**EVALUATION OF PROPOSALS** For all proposals, the lowest price estimate shall serve as a primary criteria for selection. Other criteria that will be considered in making a determination will be:

- Demonstrated ability to serve in the key areas outlined above with regional, statewide, and national media reach.
- LACI is committed to building a more inclusive ecosystem in the cleantech sector, therefore qualified Respondents/Business Owners who are members of underrepresented groups such as women or people of color are strongly encouraged to submit quotes. Please indicate in your submission if you are a minority or women owned business.

**Please submit all proposals and quotes to Clare Le via email [clare@laincubator.org](mailto:clare@laincubator.org) by June 8, 2021.**