

IMPROVING NORTHFIELD TOWNSHIP COMMUNICATIONS

REQUEST FOR PROPOSALS

RESPONSES DUE BY: 5 p.m., August 11, 2021

RESPONSES TO BE OPENED: 10 a.m., August 12, 2021

Project Context

The newly elected Board of Trustees for Northfield Township is committed to operating with the highest degree of transparency and providing useful and timely information about Township services. Improving the content, accessibility and frequency of communication with residents is critical to achieving these twin goals. Consequently, the Board is launching a Communication Improvement Program (CIP) and seeks to identify communications professionals who can help the Township achieve this objective and deliver the specific improvements detailed below.

Project Overview

The Board agrees that Township communications channels should engage and educate residents about Township initiatives, make it easier to access services, and provide meaningful ways to obtain input and feedback on Township activities. Accordingly, the Board and Township staff agreed to launch the CIP, with the initial focus on:

1. Developing a compelling top-line brand identity, specifically a logo and tagline, that reflect Township and Food Pantry promise and values;
2. Increasing the use of current social media properties to be both more informative and encourage engagement and dialogue;
3. Assessing the current Township website and recommending design improvements to it and integrating the Road District website into the redesigned Township site; and
4. Developing, producing and distributing new printed progress updates, beginning with a semi-annual update in January 2022, followed by an Annual Report in July 2022.

Project Goals

The goals of this project are:

1. Improve the timeliness and frequency of information provided by the Township by developing and executing a content strategy for current and new communications vehicles.
2. Increase traffic to the Township website and increase both engagement and followers on social media to position these channels as primary sources of Township information.
3. Incorporate and act on any communication insights generated from the proposed Township needs assessment or similar survey initiative.

Scope of Work and Deliverables

The CIP has four related but distinct workstreams:

- A. **Branding.** Currently the Township has a logo that emphasizes the State of Illinois and has no tagline or motto. Given that the Township provides critical, safety net services as well as other forms of assistance, a brand identity is needed that better reflects those services and/or how the Township government improves life for residents.

Deliverables for this workstream include:

1. Clear statement of Township core values (to guide all communications),
2. Two options for a Township logo,
3. Two proposed Township taglines,
4. Proposed revision of the Food Pantry logo, and
5. Proposed revision of the Food Pantry mantra (Hunger is unacceptable in our community).

Note that ideas generated from a brainstorming exercise with Township staff and officials to be held in August should guide the branding deliverables.

B. Social Media strategy. The Township needs to increase its presence on Facebook and Twitter, and ensure that its social media content complements what the Food Pantry is doing. Currently posts are opportunistic but sporadic and not tied to a documented strategy.

Deliverables for this workstream include:

1. An assessment of current Township, Road District and Food Pantry social media (reach, re-posts, etc.), including comparisons to other townships' efforts;
2. Strategy for building the Township's social media presence from October 1, 2021 through September 2022, including updating current social media guidelines used by Township staff;
3. Set up of dedicated Township Facebook, Twitter, YouTube and other accounts if needed and which should include new branding detailed in Workstream A; and
4. Implementation of the strategy as approved by the Supervisor of the Board of Trustees.

C. Website assessment and redesign. The Township website (<https://twp.northfield.il.us>) should communicate the most current information and news, and provide user-friendly ways to connect with Township services, staff and officials. A redesigned home page should address these issues as well as incorporate the new branding detailed in Workstream A above.

Deliverables for this workstream are:

1. Redesign of the Township homepage. The redesign should incorporate the following enhancements:

- a. New branding (logo, motto, etc.);
 - b. Integration/migration of Road District website into Township site;
 - c. Online ordering capability for Food Pantry customers using functionality that is expandable to other services;
 - d. Talk to a Township Official scheduling feature; and
 - e. Dynamic social media scroll showing Township content and related posts.
2. Prototype of redesigned home page. The redesign should create a better balance between current news (e.g., Board Communications, activities, social feed) and service-related functional elements and incorporate dynamic features like survey questions and social media scroll.
 3. Implementation of the approved redesigned website, including a test/go-live plan.

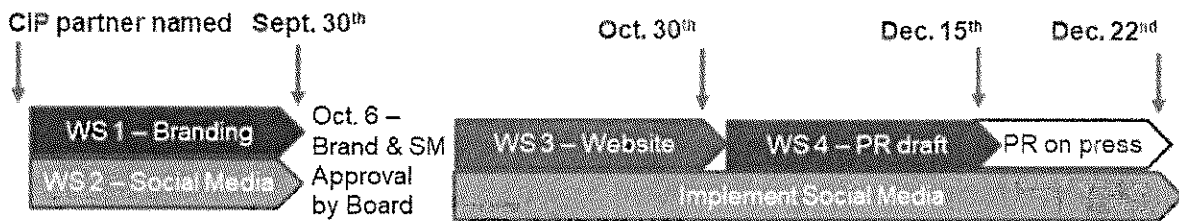
D. **Semi-annual progress reports.** The Township should provide regular updates on how taxpayer funds are used and the impact those funds have. For the May-April 2022 session, the Board needs support in writing, publishing and distributing reports in January and July in 2022 that provide this information.

Deliverables for this workstream are:

1. Design and content blocking for both reports;
2. Content development (interviewing, drafting of articles, photography, graphics); and
3. Oversight of production/printing and distribution (note that the vetting and selection of the printer is not part of this bid process).

Deliverable Development Process and Schedule

January 4, 2022 is the target date of completion for deliverables in all four workstreams with the exception of the Annual Report envisioned for July, 2022. Given that every communication channel will incorporate deliverables from the Branding workstream, those deliverables are targeted for completion by September 30, 2021. The process flow below shows the interdependencies among the workstreams and related completion dates.



These dates apply to work streams 1-4 (Phase 1) and assume that the current website platform (WordPress) can be used to implement redesign recommendations. If that is not possible, a separate web redesign project RFP will be issued in November 2021.

Existing Roadblocks Or Technical Issues

1. Flexibility of the current website platform. If the recommendations can be implemented on WordPress that would save resources and expedite implementation of redesigned website.
2. Ability and willingness of staff or Township officials to develop social media content or post content to Township channels.

Partner Evaluation Criteria

A subcommittee of the Township Board of Trustees and selected staff will evaluate proposals based upon the following criteria:

- Previous experience/past performance history working with governmental and public sector/non-profit organizations.
- Samples of relevant vehicles from previous projects.
- Ability to perform the work in all or most of the four workstreams, or manage subcontractors who can.
- Residency in Northfield Township.
- Projected costs.
- Technical expertise.
- Responsiveness and answers to questions in the next section.

Submission Requirements

To clarify the scope of their response, respondents should complete the table in Appendix 1 indicating which workstream(s) they are interested in partnering with the Township on and if subcontractors/partners will be retained. Further, all responses should answer the following questions:

1. If proposing on Workstream 1 - Branding, how would you test the impact of your branding options? How do you assess audience response?
2. If proposing on Workstream 2 - Social Media, how do you track and measure user engagement for social media posts and website content?
3. If proposing on Workstream 3 - Website Redesign, what is your knowledge and experience working with WordPress? Have you undertaken similar integration and

redesign projects, either as the primary contractor or managing a subcontractor/partner? Are you interested in assisting with more extensive Phase 2 website redesign implementation if necessary?

Finally, in addition to completing the table and responding to the questions above, potential partners will need to submit:

- At least two references of recent (2018-present) clients for whom you completed work similar to that on which you are proposing,
- Hard copy samples of print (direct mail) vehicles,
- URLs of websites and social media for which you were the primary content creator, and
- Contact information for any subcontractors or partners you propose working with on this project.

Please submit hard copy responses to this Request for Proposals to Caryn Fliegler, Clerk of Northfield Township by Priority US Mail or dropping off responses and samples at the Township offices at 2550 Waukegan Road, Suite 100, Glenview, IL 60025 by 5 p.m. on August 11, 2021. Digital files of responses can be sent to carynfliegler@twp.northfield.il.us.

Please note: respondents and the public can be present for the opening of all responses received. Opening of responses will be overseen by Clerk Fliegler and take place at Township offices on August 12, 2021 at 10 a.m..

For questions about this Request for Proposals, please contact Gayle Curcio, Township Community Coordinator, at 847-724-8300 or gaylec@twp.northfield.il.us.

Appendix 1 - Overview of Proposal Response

Name of respondent and company: _____

Mail address of respondent: _____

Email and phone number: _____

Workstream - Branding - Website redesign - Social Media - Reports	References (required for all workstreams)	Subcontractors (if needed)	Estimated cost (\$USD)

Submitted by /s/: _____ Date: _____