

REQUEST FOR PROPOSALS
URBAN & ENVIRONMENTAL POLICY INSTITUTE, OCCIDENTAL COLLEGE

FARMERS' MARKET BUSINESS & MARKETING CONSULTANT

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Contact

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I. BACKGROUND

Urban & Environmental Policy Institute at Occidental College (UEPI)

The Urban & Environmental Policy Institute (the client) is an advocacy and research institute at Occidental College that promotes programs and policies aimed at fostering equity and social and environmental justice. Our mission is to advance community-driven approaches to building healthy, thriving communities.

The Market Together Project

Los Angeles is home to many thriving farmers markets, providing a valuable market opportunity for local farmers, and providing Los Angeles residents with fresh, diverse, and sustainably grown fruits and vegetables. Markets in lower-income neighborhoods struggle to survive, however, because there is a disconnect between the needs of low-income consumers and the constraints faced by local and regional farmers. Despite the potential for farmers markets to increase healthy food access, farmers markets continue to be seen as an amenity that caters to affluent customers--a trend that is exacerbated by the rapid gentrification of LA's traditionally working class neighborhoods.

The *Market Together* project seeks to close the gap between consumer and farmer needs and create a model for how farmers markets can become thriving, accessible spaces that serve *all* community members. *Market Together* will build the capacity of farmers' markets to cater specifically to low-income and food-assistance-eligible communities through an integrated co-marketing approach involving farmers, consumers, local businesses, and community service providers (such as WIC stores, education centers, child care centers, and schools). The project will involve comprehensive research at Northeast LA farmers markets (Highland Park, Lincoln Heights, Atwater Village) as well as other LA markets facing gentrification pressures and struggling to maintain both vendors and customers. The project will also involve a pilot co-marketing strategy and training program for markets across the City. The project will ultimately increase access to fresh produce in low-income and low-food access communities while providing an enhanced market opportunity for regional farmers.

The Business & Marketing Consultant will design the pilot co-marketing campaign, utilizing research and community input conducted and facilitated by UEPI staff and partner agencies.

Contract Timeline: April 2017-December 2018

II. SCOPE OF SERVICES

UEPI is seeking a Business & Marketing consultant to achieve the following project milestones:

1. **Work Plan** – Develop a detailed project workplan and timeline to achieve all co-marketing campaign deliverables within the contract period.
2. **Create a co-marketing campaign plan for each pilot market (3-5 markets)**
 - a. Conduct site visits to pilot markets and devise recommendations on physical changes to markets such as layout, signage, merchandising, and vendor composition based on best practices in public market and food retail design.
 - b. Conduct site visits to neighborhood stores and local institutions and identify optimal partners for co-marketing campaign

- c. Analyze baseline sales data (collected by UEPI and project partners) and determine target sales growth and percent change in sales as a result of marketing efforts
 - d. Analyze research results (compiled by UEPI) and utilize to best co-marketing strategies
 - e. Design co-marketing strategy including promotion types, partners roles, and implementation methodology
3. Create materials for co-marketing pilot including fliers, signage, etc. *(Note: this or other deliverables may be accomplished with a subcontractor, subject to approval by UEPI. See information about subcontracts below.)*
 - a. Design physical and/or digital marketing materials for pilot.
 - b. Work with UEPI to print and/or execute marketing components within project budget and using local resources
4. Provide co-marketing campaign implementation technical assistance
 - a. Consult with UEPI and pilot market operators/managers on implementation of co-marketing plan as needed
 - b. Meet with UEPI, market operators, and partners throughout pilot to troubleshoot implementation as needed
 - c. Advise UEPI on pilot evaluation

III. QUALIFICATIONS AND EXPERIENCE

The Business & Marketing Consultant must:

- Have a strong understanding of best practices of design, marketing, and promotion of farmers markets, public markets, and food retail. Ideally the candidate will have extensive experience on the design team of a farmers market or public market that has undergone a re-design process.
- Have a strong understanding of the regulatory environment of farmers markets, preferably specifically in California and Los Angeles.
- Be familiar with current trends and best practices in creative placemaking. Ideally the candidate will have experience in placemaking projects and/or similar re-design of public spaces.
- Have experience and expertise with small business marketing strategies. Ideally the candidate will have experience with neighborhood-level promotion and marketing strategies, co-marketing, cross-promotion, and other similar methods.
- Possess strong cultural competency and demonstrated experience creating marketing and/or promotion materials catering to socio-economically diverse and multi-ethnic audiences.
- Have experience and competency at data analysis and business analytics.
- Experience and expertise at print and digital marketing design, or work in partnership with a designer with said expertise (see Subcontractors below).

Subcontractors

If the execution of work to be performed by an agency requires the hiring of subcontractors these requirements must be clearly stated this in the proposal. Subcontractors must be identified and the work they will perform must be defined. Proposals must include the name, address, and EIN of any sub-contractors. UEPI will not refuse a proposal based upon the use of subcontractors, but will retain the right to refuse the subcontractors selected.

IV. PROPOSAL FORMAT

All proposals must include the following information:

1. **Statement of Interest and Qualifications:** Candidates will provide a brief statement (no more than 1-2 pages) describing their interest in the project and how their qualifications and prior experience will enable them to successfully complete the required tasks. Include a resume or CV as well as 2-3 references.
2. **Proposed Project Budget:** The contract budget is \$15,000, including all labor and expenses. Please provide a budget overview that identifies billing rates per deliverable, or per hour with an estimate of hours per task.

V. EVALUATION CRITERIA

UEPI will select the most qualified consultant based on the following factors:

1. **Qualifications and Experience-** Based on the proposal and an interview process, the consultant demonstrates competency in all of the required fields, the ability to interface with project partners, and the capacity to successfully carry out all project requirements.
2. **Cost of Proposal-** Proposed budget addresses all project activities and does not exceed \$15,000 for the scope of services.

VI. SELECTION PROCESS

Due Date and Delivery

All proposals must be submitted no later than **5pm on Friday, February 24th 2017**. Proposals must be submitted electronically as Adobe PDF files to Megan Bomba, Community Food Research Director at bomba@oxy.edu.

Estimated Schedule

RFP Release	1/17/17
RFP Deadline	2/24/17
Proposal Review (as received)	2/24/17-3/15/17
Contract Start Date	4/1/17