UPDATE (3/4/20) – The due date for this RFP has been extended to Monday, 3/9/20 at 5PM. The date for questions has been extended to 3/9/20.

PURPOSE

Enterprise Community Partners, Inc. (Enterprise) has initiated a Request for Proposal (RFP) process to procure a consultant to support our work uplifting affordable housing in the 2020 presidential election.

OVERVIEW

Enterprise seeks a consultant to:

- Work with the public policy and marketing teams, as well as Enterprise market offices, to promote affordable housing and community development priorities in the 2020 Presidential Election. The primary responsibilities involve fostering connections to Presidential campaigns and the media, leading to the elevation of affordable housing on the campaign trail. Successful outcomes include facilitating campaign visits to affordable housing properties, inclusion of key housing policy positions in individual and party platforms, and candidate attention to affordable housing during media events. This position requires strong communications and advocacy skills, experience in national politics, self-motivation, and eye for detail, the ability to manage and prioritize multiple tasks in a fast-paced environment, and an interest in advancing affordable housing policy in a bipartisan manner.
- All bidders welcome
- Dates of Service: March 2020 – January 2021
- Bidders shall submit items listed under Proposal Materials in one combined PDF document to SlideRoom by clicking here.
# Contents

About Enterprise ........................................................................................................................................ 3
Project Overview ...................................................................................................................................... 3
Scope of Work and Deliverables ........................................................................................................... 3
Budget .................................................................................................................................................. 4
Proposal Materials ................................................................................................................................ 5
Selection Criteria .................................................................................................................................... 6
Submission Instructions .......................................................................................................................... 7
Right to Reject ........................................................................................................................................ 7
Small Businesses, Minority-Owned Firms, and Women’s Business Enterprises ................................. 7
Confidentiality ......................................................................................................................................... 7
Notification of Selection and Timeline .................................................................................................. 7
Conflict of Interest .................................................................................................................................. 7
Attachments ........................................................................................................................................... 8
STANDARD TERMS & CONDITIONS ...................................................................................................... 9
About Enterprise
Enterprise Community Partners, Inc. (Enterprise) is a proven and powerful nonprofit that improves communities and people’s lives by making well-designed homes affordable. We bring together nationwide know-how, partners, policy leadership and investment to multiply the impact of local affordable housing development. Since 1982, Enterprise has created or preserved 585,000 affordable and workforce/market rate homes and invested $43.6 billion. Our work has touched millions of lives and helped connect people and communities to opportunity nationwide.

Project Overview
The 2020 Presidential election is a critical opportunity to increase affordable housing in national discourse, educate leaders on the importance of affordable housing, and influence the direction of federal housing policy platforms. Enterprise’s focus to date has revolved around candidate and media engagement. As we kick off 2020, we are looking for a consultant to support the growth of this work, collaborating with the policy team to develop primary, convention, and general election strategy, increase media engagement, and increase national discourse around affordable housing.

Scope of Work and Deliverables
Enterprise seeks a contractor to

- Collaborate with the Enterprise Policy Team to highlight the importance of affordable housing in the 2020 campaign cycle, under the direction of the Senior Director, Congressional Relations.
- Building off of work the policy team completed in 2019, further relationships with campaign staff and facilitate communication with campaigns and the press, and ultimately with the President/President-elect and their transition team (if applicable).
- Develop external communications material around affordable housing and the 2020 presidential campaign, including web content, op-eds, talking points, and media pitches.
- Track candidate schedules and create strategy for campaign trail engagement.
- Along with Senior Director, Congressional Relations, develop strategy for engaging at national conventions.
- Monitor the 2020 Presidential election field for emerging housing issues and policy positions.

Deliverables:

- Comprehensive communications plan that includes:
  - Key Messages
  - A stakeholder engagement plan encompassing Enterprise board and staff, 2020 candidates, media, and others
Timeline for deliverables

Outcomes:

- This work will be successful if the top tier candidates are highlighting housing on the campaign trail, reporters are asking candidates housing questions, Enterprise market offices are engaged in 2020 election primary and general election work, and Enterprise has a notable presence at the DNC and RNC conventions.

Qualifications:

- 10 years’ experience in campaigns, affordable housing policy, and/or statewide or national politics.
- College degree required; Graduate Degree preferred
- Professional experience in affordable housing and community development, nonprofit organizations, Capitol hill and/or other governmental organizations;
- Professional experience in political campaigns or party organizing;
- Professional experience organizing and participating in political events including state and national party conventions preferred;
- Strong oral and written communication skills, and experience with media pitches and placements;
- Ability to work in a non-partisan environment;
- Ability to manage and prioritize multiple tasks in a fast-paced environment;
- Ability to pay close attention to detail, with strong organization skills;
- Good research skills and the ability to analyze and summarize policy issues;
- Familiarity with social media.

Budget

Include applicable budget information:

- Budget Value (additional funds available, if required): $131,000
- Anticipated number of awards: 1
- Bidder shall submit a fixed price budget, broken down by proposed task. Since budgets are fixed, they should be inclusive of all expenses required to complete the proposed work. Bidder shall include full budget proposal in addition to the budget narrative and details as listed under the Proposal Materials section below.
- Bidder shall list their labor rate, which may be utilized for scope changes, if necessary.
Proposal Materials
Responses should include the following materials (upload the following attachments as one combined PDF within SlideRoom where noted):

a. Cover letter on company letterhead (should include the name, title, address, telephone number, and e-mail address for point of contact for the applying organization).

b. Qualifications to include the contractor’s qualifications to conduct the scope of work activities, expertise, knowledge, and experience. Experience should include examples of conducting similar or related work.

c. Narrative of contractor’s proposed approach, including:
   - The process and specific activities to be conducted to achieve the stated goals.
   - A timeline for the activities.
   - Milestones and deliverables tied to activities.
   - A detailed budget for each task, along with proposed payment schedule tied to project milestones or deliverables.

d. Budget summary inclusive of all tasks and total cost. Include labor rate for possible scope changes.

e. Resume and bio including information about experience with similar projects and professional qualifications.

f. Based on the past projects identified in the qualification section, attach samples of completed work (no more than three).

g. Based on the past projects identified under qualifications, attach current contact information of clients for whom similar services were provided (no more than three).

h. List any exceptions that you take to the Standard Terms and Conditions included as an attachment to this RFP. If you take no exceptions, please stipulate no exceptions.
Selection Criteria
Applicants will be evaluated on the following characteristics:

a. Qualifications – 20%
   - The applicant has the qualifications necessary to successfully complete the scope of work.
   - The applicant has prior experience working on similar projects.
   - The applicant has prior experience working with similar organizations.
   - Or other Qualification criteria identified in Proposal Materials Section.

b. Approach – 20%
   - The proposal demonstrates an understanding of the project objectives and desired results.
   - The proposal illustrates an approach to the scope of work that will likely lead to successful results.
   - The proposal illustrates the contractor’s ability to successfully execute the proposed approach.

c. Work Plan - 30%
   - The proposal adequately details project activities and milestones, or deliverables, associated with each stage of the scope of work.
   - The proposal includes a detailed timeline.
   - The work can be completed within the required project timeline.

d. Experience and Past Performance— 10%
   - Demonstrated expertise as evidenced by professional certifications, accreditations, or industry recognition.
   - Quality of submitted work samples.
   - Past relevant experience and performance of similar projects.

e. Budget – 20%
   - The proposal includes a detailed budget for each stage of the scope of work.
   - The proposed costs are reasonable.

In addition, Enterprise may contact references to confirm quality of work and a history of responsiveness and good communication skills.

Enterprise will select the proposal which it determines will deliver the highest quality deliverable at the best value. Proposals will be evaluated using the weighted-criteria identified above. The award will be made to the highest scoring applicant.

Enterprise, in its sole discretion, may request proposal interviews or presentations by meeting with any and all applicants to clarify or negotiate modifications to proposals. However, Enterprise reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, that the applicant can propose.
**Submission Instructions**

Proposals are due by March 9, 2020.

Inquiries concerning this RFP should be directed to Liz Osborn at losborn@enterprisecommunity.org up to the due date of March 9, 2020.

Proposals must be submitted in SlideRoom by clicking here.

All costs incurred in the preparation of a response to this RFP are the responsibility of the applicant and will not be reimbursed by Enterprise Community Partners, Inc.

By submitting a proposal, applicant commits to the terms and conditions outlined in this RFP. Requests for exception to any terms or conditions must be submitted with the proposal. Enterprise reserves the right to deny requests for exception to any terms and conditions. Requested exceptions will be factored into Enterprise’s consideration of award.

**Right to Reject**

Enterprise reservices the right, in its sole discretion, to reject any and all responses received in response to this RFP. A contract for the accepted response will be based upon the factors described in this RFP.

**Small Businesses, Minority-Owned Firms, and Women’s Business Enterprises**

Enterprise will make efforts to utilize small businesses, minority-owned firms, and women’s business enterprises.

**Confidentiality**

If the applicant deems any materials submitted to be proprietary or confidential, the applicant must indicate as such in the relevant section(s) of the response.

**Notification of Selection and Timeline**

Candidates will be notified on selection no later than 2 weeks after the application deadline.

**Conflict of Interest**

The applicant must disclose, in an attachment to the proposal, any possible conflicts of interest that may result from the award of the contract or the services provided under the contract. Except as otherwise disclosed in the proposal, the applicant affirms that to the best of its knowledge there exists no actual or potential conflict between the applicant, the applicant’s employees or their families’ business or
financial interests ("interests") and the services provided under the contract. In the event of any change in either interests or the services provided under the contract, the applicant will inform Enterprise regarding possible conflicts of interest, which may arise as a result of such change and agrees that all conflicts shall be resolved to Enterprise’s satisfaction or the applicant may be disqualified from consideration under this RFP. “Conflict of interest” shall include, but not be limited to the following:

1. Giving or offering a gratuity, kickback, money, gift, or anything of value to an Enterprise official, officer, or employee with the intent of receiving a contract from Enterprise or favorable treatment under a contract;
2. Having or acquiring at any point during the RFP process or during the term of the contract, any contractual, financial, business, or other interest, direct or indirect, that would conflict in any manner or degree with applicant’s performance of its duties and responsibilities to Enterprise under the contract or otherwise create the appearance of impropriety with respect to the award or performance of the contract; or
3. Currently possessing or accepting during the RFP process or the term of the contract anything of value based on an understanding that the actions of the applicant or its affiliates or interests on behalf of Enterprise will be influenced.

Attachments
Attachment 1: Enterprise Standard Terms & Conditions
STANDARD TERMS & CONDITIONS

1. Confidential Information. “Confidential Information” is information which Enterprise, in its sole determination, regards as confidential or proprietary including, but not limited to: borrower, grantee, or subcontractor/contractor information; information regarding Enterprise’s financial and strategic planning; information regarding Enterprise staffing; and other data, files, and/or other material, whether such information is both tangible and intangible, in writing and orally imparted. Contractor hereby agrees that Contractor shall not disclose or divulge any Confidential Information or any part thereof to any other person or entity or use any Confidential Information for its pecuniary benefit or for any other purpose without the prior written consent of Enterprise. Upon the request of Enterprise, Contractor shall promptly deliver to Enterprise all documents or other materials in its possession, and all copies thereof, constituting or containing Confidential Information. For purposes of this Contract, “Confidential Information” shall not include the following: (1) information which is or becomes publicly available without fault on the part of the party disclosing such information,; (2) information which is already in the recipient’s possession prior to the effective date of the Contract and is not otherwise Confidential Information; (3) is independently developed by the recipient outside the scope of this Contract and without references to Confidential Information; (4) is rightfully obtained from third parties, or (5) is demanded by a valid court order or subpoena or disclosure of which is required under applicable law or regulation, provided, however, that the party served (“Party Served”) with any interrogatory, request for information or documents, subpoena, deposition, civil investigative demand or other process will provide the other party with prompt notice of the requested disclosure, if counsel for the Party Served determines that such notice is permitted by law, so that the other party may seek an appropriate protective order or waive compliance with the provisions of this Contract.

2. Payment. Payments shall not be made without Enterprise’s receipt of a completed W-9 form in accordance with Section 3 below, a Contract signed by all parties and acceptance by Enterprise of the work performed. When submitting invoices, Contractor should use the attached Enterprise Request for Payment form. If Contractor chooses to use Contractor’s own form, each invoice must reference the Contract number, award value and period of performance. Payment will be made within 30 days of receipt of approved invoices containing the aforementioned information. Contractor must also submit all invoices within 60 days of the end of the Contract’s period of performance. Contractor agrees that Enterprise will be under no obligation to pay for any invoice that is not timely submitted and received by Enterprise within the aforementioned 60-day period.

3. W-9 Form / Federal Tax Identification Number. Contractor must provide Enterprise with a signed and completed W-9 Form. Contractor’s name on the W-9 Form must match the name on this Contract, and, the W-9 Form must include Contractor’s Federal Tax Identification number. PAYMENT WILL NOT BE MADE TO CONTRACTOR WITHOUT ENTERPRISE’S RECEIPT OF A COMPLETED W-9 FORM WHICH COMPLIES WITH THESE REQUIREMENTS. Payment will be made payable to the name and corresponding Federal Tax Identification number found on the W-9 Form. Contractor hereby agrees to notify Enterprise immediately upon any change of any information submitted on Contractor’s W-9 Form.

4. Ownership of Deliverables. Contractor hereby agrees and acknowledges that all documents and other Deliverables developed or produced by Contractor under this Contract and the copyrights thereto, are the sole and exclusive property of Enterprise. Contractor must not reproduce, publish or otherwise use the work
products or any portion thereof, or allow others to reproduce, publish, or otherwise use the work products or any portion thereof, without the prior written permission of Enterprise.

5. **Contractor’s Performance.** Enterprise expects Contractor to perform in a high quality manner and in accordance with the standards set by this Contract. If the performance of the Scope of Work or Deliverables does not meet the obligations contained in this Contract and its Scope of Work, Enterprise reserves the right to avail itself of all administrative, contractual, legal and equitable remedies, including, but not limited to, reducing or withholding payment to Contractor, canceling the Contract, and hiring another party to complete the Scope of Work. Contractor will be liable to Enterprise for any additional costs incurred by Enterprise if the all or any portion of the Scope of Work is completed by others.

6. **Use of Sub-contractors.** If Contractor retains a sub-contractor to perform any portion of the Scope of Work, Contractor must first request approval from Enterprise, which shall not be unreasonably withheld.

7. **Return of Documents.** Contractor must deliver all records, notes, data, memoranda, models and equipment, of any nature, that are in Contractor’s possession or under Contractor's control and that are Enterprise’s property or relate to Enterprise’s business upon Enterprise’s request or upon the completion of this Contract.

8. **Right to Audit/Record Retention.** Contractor must keep for a minimum of three (3) years from the end date of the period of performance (a) accurate documentation in connection with the Scope of Work to be performed herein, and (b) a legible set of books of account in accordance with generally accepted accounting principles. Contractor’s documentation and books of account shall be open for inspection by Enterprise or its auditors to assure that the work has been properly performed and that funds are being paid in the proper manner for the work performed.

9. **Benefits/Insurance.** Enterprise is not responsible for any fringe benefits or insurance, including, but not limited to, social security, workers’ compensation, state unemployment, federal and state income tax withholdings, retirement, leave benefits, general liability, automobile, and professional liability, for Contractor or employees of Contractor. Contractor assumes full responsibility for the provision of all such insurances and fringe benefits for Contractor and all of Contractor’s employees. Contractor maintains, and must maintain throughout the term of this Contract, commercial general liability insurance, automobile insurance (or hired and non-owned coverage on the commercial general liability insurance policy), miscellaneous professional liability insurance and workers’ compensation insurance each in an amount not less than $1,000,000.00 (except that the coverage for workers’ compensation shall be in accordance with statutory requirements) to cover its activities under this Contract. Contractor must name Enterprise as an “Additional Insured” on its commercial general liability insurance and commercial automobile insurance and name Enterprise as “Certificate holder” on its workers’ compensation coverage. Within 48 hours of Enterprise’s request, Contractor must provide Enterprise with a certificate of insurance evidencing Contractor’s compliance with all the foregoing required coverages.
10. **Relationship of the Parties.** Contractor is not an employee, partner, agent of or joint-venturer with Enterprise for any purpose. Contractor is and will remain an independent contractor in its relationship to Enterprise pursuant to this Contract.

11. **Termination.** Either party may terminate this Contract without cause upon the delivery of written notice to the other party in accordance with the terms of this Contract (“Termination”). In such event, the Contract will terminate thirty (30) days after such written notice was received. Any such Termination by either party shall be subject to an equitable adjustment of the Compensation due. Any such Termination by either party shall also be subject to an equitable reimbursement of Compensation paid prior to Termination for future performance rendered impracticable by Termination of the Contract. All obligations which were to be performed as of the date of Termination are discharged but any right based on prior breach of performance survives.

12. **Cancellation.** Upon the occurrence of a breach hereunder, Enterprise may cancel this Contract upon the delivery of written notice to Contractor in accordance with the terms of this Contract (“Cancellation”) and retain any remedy for breach of the whole Contract or any unperformed balance thereof.

13. **Indemnification.**

    (a) **Indemnification by Contractor.** Contractor will indemnify, defend and hold harmless Enterprise and its affiliates, officers, directors, employees, consultants, advisors and representatives (the “Enterprise Parties”) from and against any and all liability to third parties (including, without limit, all related damage, third party claims, demands, costs, judgments, fees, reasonable attorney’s fees or loss), relating to or arising out of any material breach by Contractor of this Contract, or the gross negligence or willful misconduct of Contractor, its affiliates, officers, directors, employees, consultants, advisors or representatives (the “Contractor Parties”).

    (b) **Indemnification by Enterprise.** Enterprise will indemnify, defend and hold harmless Contractor and the Contractor Parties from and against any and all liability to third parties (including, without limit, all related damage, third party claims, demands, costs, judgments, fees, reasonable attorney’s fees or loss), relating to or arising out of any material breach by Enterprise of this Agreement, or the Contract, or the gross negligence or willful misconduct of the Enterprise Parties.

14. **Limitation of Liability.**

    (a) **Limitation on Liability Type.** Except for liability relating to a breach of Section 1 of these Standard Terms and Conditions, or for claims relating to a party’s gross negligence or willful misconduct, in no event will Enterprise or Contractor be liable to the other for any indirect, incidental, special or consequential damages.
(b) **Limitation on Liability Amount.** Except for liability arising from (i) the indemnification obligations set forth in Section 13 above; (ii) the confidentiality provisions in Section 1 above; or (iii) either of the parties’ gross negligence or willful misconduct, the aggregate liability of Enterprise and of Contractor arising in connection with this Contract, however caused, and on any theory of liability, including without limitation contract, strict liability, negligence and/or other tort, shall in no event exceed the Contract Amount that has been paid or payable to Contractor by Enterprise during the twelve (12) months immediately preceding the first event giving rise to such liability.

15. **Personally Identifiable Information.** Subcontractor represents that it has implemented and maintains reasonable security procedures and practices that are: (i) appropriate to the nature of the Personal Information, as defined under the Maryland Personal Information Protection Act disclosed under this Contract; and (ii) reasonably designed to help protect the Personally Identifiable Information from unauthorized access, use, modification, disclosure, or destruction.

16. **Amendment.** Any Amendment to the provisions of this Contract must be in writing and executed by both parties. Administrative changes or corrections that do not affect the rights and obligations of Contractor may be made unilaterally by Enterprise with notice to, but without consent of, Contractor.

17. **Delegation; Assignment.** Contractor shall not delegate any duties or assign any rights under this Contract without the prior written approval of Enterprise. A delegation of performance will not relieve Contractor of any duty to perform or any liability for breach of this Contract.

18. **Governing Law; Venue.** This Contract must be construed and enforced in accordance with, and the rights of the parties shall be governed by, the laws of the State of Maryland exclusive of its conflicts of law rules. Contractor agrees that any litigation must be brought and prosecuted in any District or Circuit Court of Maryland, as appropriate, or Federal District Court, with venue in the United States Court for the District of Maryland, Baltimore Division and Contractor consents to the in personam jurisdiction of such courts. Contractor irrevocably waives any objection to, and any right of immunity from, the jurisdiction of such courts or the execution of judgments resulting therefrom, on the grounds of venue or the convenience of the forum.

19. **Nonwaiver.** The failure of Enterprise in any instance to insist upon a strict performance of the terms of this Contract or to exercise any option hereunder must not be construed as a waiver or relinquishment for the future of such term or option.

20. **Notice.** Any notice which either party desires to provide the other party under the terms of this Contract must be sufficiently given, in writing and delivered to the party's address in this Contract or such other address as either party may specify in writing (i) by electronic mail, return receipt requested, or (ii) overnight courier or certified or registered first class mail, return receipt requested and postage prepaid, at such other party's principal place of business at the address set forth on the Contract. If by electronic mail, delivery shall be
deemed effective when sent in accordance with the above provisions. If by overnight courier, delivery shall be deemed effective one (1) business day after dispatch in accordance with the above provisions. If by mail, delivery shall be deemed effective three (3) business days after mailing in accordance with the above provisions.

21. **Authorizing Action, Parties Bound.** The execution, delivery and performance by Contractor are within Contractor’s powers and have been duly authorized by all necessary action. The terms and provisions of this Contract are binding upon the parties hereto, their legal representatives, successors and assigns.

22. **Severability.** If any provision of this Contract or application thereof to any person or circumstances is held invalid, such invalidity will not affect other provisions of this Contract that can be given effect without the invalid provision, and to this end the other provisions are deemed to be severable.

23. **Entire Contract.** No statement, promises or inducements made by any party hereto, or agent of either party hereto, which is not contained in this Contract, will be valid or binding; and this Contract may not be enlarged, modified or altered except in writing and signed by the parties.