

Request for Proposals:

Community Stabilization Project and Fresh Energy request proposals for the narrative development and outreach material design for The Saint Paul Tenant-Landlord Energy, iNformation, Education and Resource Guide (ENERG).

Please submit bids to: watts@fresh-energy.org and metriccsp@gmail.com by Friday May 31, 2019.

Community Stabilization Project and Fresh Energy are seeking an experienced narrative strategist and graphic designer to facilitate a participatory process that will shape the guide's narrative and **serve the need of renters and landlords to access energy efficiency programs together.**

Experience working with under-resourced communities and communities of color is a plus.

About:

The Saint Paul Tenant-Landlord Energy iNformation, Education and Resource Guide (ENERG) is a written guide that aims to be a hub of information, education and resources about energy efficiency in rental housing in the city of Saint Paul and the state of Minnesota. The information, education, and resources range from education about energy sources, to information about utility programs and organizations providing services to renters and property owners, to resources on financing programs for home improvement upgrades. The partnership of Community Stabilization Project and Fresh Energy seek a vision of energy and housing justice, and how it can be achieved in response to climate change and the affordable housing crisis by engaging renters and landlords on energy efficiency programs and improved housing throughout the city. The present challenge is for housing, climate and energy advocates to work together to eliminate barriers of access to sustainable, affordable, healthy and comfortable housing for all.

This guide aims to be a resource to address these issues and barriers and promote collaborative and regenerative relationships between renters and landlords.

We want a participatory process that will include renters, landlords, housing and energy advocates to make sure that the ENERG guide achieves 3 imperatives:

1. Build a narrative about the intersecting issues of energy efficiency, environmental justice and healthy affordable housing. How these issues connect is important, for as we begin to understand the impacts of climate change in Minnesota, energy costs, reliability, and who has access to clean energy matters. We know that renters in under-resourced neighborhoods and communities of color have higher housing costs with less energy reliability and worsened indoor air quality. We want to make sure that renters and landlords can make choices to make their homes healthier, reduce bill costs and lessen the impact of energy usage on the climate.

2. To make sure the information is useful, accessible and understandable by anyone who engages with it. Co-create and facilitate a focus group by July of renters, landlords and advocates to design the outreach materials so that the guide can reach many audiences.

3. Create and produce ENERG guide materials crafted in focus groups. This is open to many forms of verbal, written, audio and visual communications, with an emphasis on graphic design including a logo, visual diagrams of the ENERG Guide content, and modified formats for easy distribution, such as bookmarks or one-pagers.

Budget:

CSP and Fresh Energy request an outline of approach to work, qualifications, and proposed budget not to exceed \$8,000 that includes:

- Narrative strategy and meeting facilitation fees
 - Open to individual or team bid
- Graphic design fees;
 - Open to individual or team bid
- Budget for meeting and other expenses
 - May include meeting space, travel support, and other assistance, and compensation for participants

Desired qualifications:

- Experience leading innovative and community-focused projects.
- Cultural competency and understanding of power dynamics, particularly with respect to energy and housing issues.
- We particularly seek proposals from people of color and Indigenous people with familiarity with energy and/or housing issues in Minnesota.
- Artistic proposals demonstrating strengths a plus.

Response Requested:

Bids should include a proposal, including a budget and timeline. CSP and Fresh Energy request bids from interested consultants by Friday May 31, 2019. We will review bids and interview consultants in early June for work beginning mid-June.

Please submit bids to: watts@fresh-energy.org and metriccsp@gmail.com by Friday May 31, 2019.

CSP and Fresh Energy will review proposals and reach out to candidates in early June 2019. We will work together with the consultant(s) throughout the contract in the interest of support and collaboration.

For more information, contact:

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