

# REQUEST FOR PROPOSALS

## Graphic Design and Content Completion for

### “A Community Guide to Revitalizing St. Louis’ Vacant Lots”

Requested by Green City Coalition and the St. Louis Vacancy Collaborative

Issued: January 8, 2021

Due: January 25, 2021

#### Background & Summary

Green City Coalition (GCC) and the St. Louis Vacancy Collaborative (VC) staff have been working with stakeholders and volunteers to develop a guide to revitalizing St. Louis’ vacant lots. This activity was identified as a priority through GCC’s community outreach, VC engagement events and in the VC’s current [18-month work plan](#). Over the last year, the Reinvestment and Reuse Working Group of the VC has spearheaded the development of content for a draft toolkit. GCC and the VC are looking to **hire a consultant to finalize the content and create the final design and layout for the toolkit**. The toolkit will be available in three final formats: (1) printed booklet, (2) PDF, and (3) an interactive web page on the VC website. GCC is providing funding support to hire the consultant. VC staff will administer the contract and will develop the web-based version using the final materials.

[The current draft of the toolkit is available here.](#)

#### Deliverables

- Print-ready PDF document
- Editable file, Adobe preferred
- Separate files for all images, icons, graphics, etc.

#### Qualifications Desired

- Graphic design experience including booklets, brochures, and educational materials.
- Knowledge of open space design, landscape design, gardening, or other related expertise.
- Commitment to working in an iterative process with community partners.
- Ability to take direction from staff and Working Group members and work independently when needed. Effective at communicating progress throughout the project.

#### Contract Amount

Not to exceed \$3,000; selection will be made based on qualifications, not price.

#### *Proposed Timeline*

<b>Jan 8</b>	RFP issued
<b>Jan 25</b>	Proposals due
<b>Jan 29</b>	Consultant selected
<b>Mar 15</b>	First draft review with VC/GCC team
<b>Apr 6</b>	Draft review with VC R&R Working Group
<b>Apr 20</b>	Final draft and deliverables due

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#### Submission Requirements

All proposals should be emailed to Tara Aubuchon at [tara@communitybuildersstl.org](mailto:tara@communitybuildersstl.org). Interested applicants can also reach out with questions or to request more information.

Proposals should be no more than two (2) pages and include the following information:

1. Contact information
2. Description of background (or organizational history)
3. Explanation of any relevant publications or materials and links to samples of work
4. Your proposed approach for completing the project within the suggested timeline
5. Two questions you have before beginning the project

Proposals may include attachments as necessary.

**Submissions must be received no later than January 25, 2021.**

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#### About the St. Louis Vacancy Collaborative

The St. Louis Vacancy Collaborative is a coalition of community members, private and non-profit stakeholders, and City agencies committed to reducing vacant property in St. Louis. The VC helps to coordinate existing vacancy efforts under one umbrella and empowers the public and private sectors to work together toward solutions. We convene central committees and six working groups to facilitate systemic change, advance new policies, share success stories, and support neighborhood-centric solutions.

[www.stlvacancy.com](http://www.stlvacancy.com)



#### About Green City Coalition

Green City Coalition is a formal partnership between the City of St. Louis, St. Louis Development Corporation, Missouri Department of Conservation, and Metropolitan St. Louis Sewer District working collaboratively with member organizations and neighbors to convert vacant and abandoned properties to new community-owned green spaces that promote healthy, biodiverse, and resilient neighborhoods.

[www.greencitycoalition.org](http://www.greencitycoalition.org)

