

Bureau of Governmental Research (BGR)
Request for Proposals for Communications Strategy
May 1, 2023

About BGR: The Bureau of Governmental Research ([BGR](#)) is a private, nonprofit, independent research organization dedicated to informed public policy making and the effective use of public resources for the improvement of government in the New Orleans metropolitan area. BGR is an objective, constructive resource on local public policy in Orleans, Jefferson and St. Tammany parishes. We seek to make government more effective, transparent, responsive and accountable to increase quality of life and opportunity for all citizens. [Since our founding in 1932](#), we have monitored and analyzed government policies, structures, finances and processes to identify critical issues in local government, propose solutions based on best practices, and lead the way to a brighter future with well-vetted ideas.

Our program of work involves

- public policy research and reporting to inform citizens, propose solutions and hold government accountable;
- ballot reports on proposed millages, charter change amendments and constitutional amendments affecting the New Orleans area;
- public events that allow citizens to ask questions directly of policymakers; and
- systematically monitoring local government.

The Need: BGR seeks a partner to develop the organization's first comprehensive communications plan, creating a concise, focused, and actionable living document to guide priorities, resource allocation, and measurable impact. Materials at [bgr.org](#) can provide key information to guide the development of the plan.

The Objective: Our goal is to be able to distill and communicate BGR's work product more effectively to targeted stakeholders and decisionmakers so that we can increase engagement and lay the foundation for our recommendations to be implemented.

The Request: Respondents should devise a plan that answers the following question:

How do we communicate our work in a way that resonates?

Deliverables: The communications partner will deliver a comprehensive and concise communications plan with strategies, goals, tactics and budget recommendations or benchmarks to implement not to exceed ten pages.

Along with the plan, respondents should provide a portfolio of relevant work and a proposed price for their services. BGR is a non-profit and we appreciate the courtesy of a non-profit rate.

Budget: Not to exceed \$12,000.

Timing: Proposed plan due by **May 31**.

If interested, please respond to confirm interest by emailing CEO Rebecca Mowbray at rmowbray@bgr.org and schedule a 30-minute call with the CEO and key staff to discuss the RFP in more detail.

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