



## REQUEST FOR PROPOSALS

### 1. BACKGROUND AND PURPOSE

The SPLC Action Fund (SPLC Action) is a national racial justice organization with offices in five states and the District of Columbia. In the coming years, the SPLC Action seeks to make independent expenditures in local and county races to: 1) Create a candidate pipeline to run for state legislature and higher offices; 2) Increase the number of Black and Brown elected office holders; and 3) Support candidates who will advance the SPLC Action's mission and impact goals.

Accordingly, we have initiated a Request for Proposal (RFP) process to identify a qualified vendor to help us catalogue all local and county elections in Alabama, Florida, Georgia, Louisiana, and Mississippi.

### 2. WHO MAY RESPOND

The SPLC Action seeks a diversity of vendors, including but not limited to, minority-owned and women-owned businesses. In addition, we seek vendors who have:

1. A strong understanding of voting data and how it can be used for electoral activities;
2. Experience aggregating difficult to collect data;
3. Demonstrated experience integrating diversity, equity, and inclusion principles into their work to address bias, oppression, and systemic inequities.

### 3. ABOUT THE SPLC ACTION

SPLC Action is the 501(c)(4)-affiliate organization to the Southern Poverty Law Center, a 501(c)(3) organization. SPLC Action is a catalyst for racial justice in the South and beyond, working in partnership with communities to dismantle white supremacy, strengthen intersectional movements, and advance the human rights of all people.

SPLC Action's Policy Department has teams working in the halls of state legislatures in Alabama, Georgia, Louisiana, Florida, and Mississippi, as well as the U.S. Capitol, advocating on behalf of individuals and communities whose voices are often ignored by lawmakers. The Policy team both fights against bad laws that would cause harm and proposes and secures passage of laws that protect and expand human and civil rights, as well as grow the social safety net.

While legislative and grassroots lobbying are SPLC Action’s primary tools for affecting change, it has recently begun making independent expenditures in candidate races, believing that sometimes the only way to achieve its legislative goals is to change the people in power.

### 3. SCOPE OF WORK

The SPLC Action seeks a vendor who can create a definitive list of all municipal- and county-level elections, with approximate election dates, and put them into a dashboard with voter file demographic data to help the SPLC Action identify candidate races where it may want to make independent expenditures.

Minimal deliverables the SPLC Action expects:

1. A database of all municipal- and county-level races in in Alabama, Florida, Georgia, Louisiana, and Mississippi that includes:<sup>1</sup>
  - a. The approximate dates of when the primary, runoff (if applicable), general, and retention (if applicable) elections will be held for each office through 2032;
  - b. Any special characteristics about an elected position that we would want to know given how we intend to use this data, such as if a city council has a weak-mayor government form;
  - c. The name and political party<sup>2</sup> of the incumbent, as well as available demographic data such as gender, age, and race;
  - d. Using current voter file data, the number of registered voters who can participate in each position’s election, and the demographics of the voters; and
  - e. The county name and state house, state senate and congressional districts that the local and county elected offices are within.
2. A data warehouse with a dashboard for manipulating this data. We envision that the dashboard will work like a pivot table that we can use to identify races where the voters and incumbents meet specific criteria, and then have the ability to display the upcoming dates of the election as well as the state and congressional districts that the races are within.
3. Through 2032, refresh the data quarterly to pull in new information about the incumbents, changes to voter data, and changes to legislative districts, with an additional refresh each year at the close of the qualifying period for candidates (that date will vary by state and by year).

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<sup>1</sup> We expect this list to be definitive, to include elected positions that may be unique to just one city in the entire nation, and into include judicial elections where applicable.

<sup>2</sup> In states that where voters do not register with a party, use the primary ballot that the official has taken most often to determine their party affiliation

4. The dashboard may be hosted by SPLC Action with SPLC Action bearing the hosting cost. If so, the solution should work on a public cloud (Azure) or a Platform as a service (Paas) like Salesforce, Dynamics, Appian, etc.

**Proposals must include:**

A) Description of your organization.

1. Describe the general nature of your work and how the racial and gender composition of your staff help create greater value, insights, and viewpoints in the work you produce for your clients;
2. Provide examples of similar work, along with contact information for organizations you have served in this capacity;
3. Describe the qualifications and experience of staff who will be assigned to this project. Provide a more detailed background of the proposed project manager, including their CV; and
4. Tell us about a situation where you were failing to meet the client's expectations, why that happened, what you learned and how you were able to successfully change course.

B) Proposal details.

1. **Methodology:** Detail what your process will be for gathering the required data as well as refreshing it on a regular basis.
2. **Dashboard:** Provide several wireframes of what you envision the dashboard will look like for querying the data.
3. **Limitations.** We understand that we are requesting an incredible amount of data that, in some cases, may not be centrally kept, requiring it to be gathered city by city. What major challenges do you expect? Where do you believe we may need to lower our expectations? Are there deliverables or components of deliverables that are doable, but will have substantial budget implications, and thus, we should reconsider including? (We will consider and welcome tiered bids.)
4. **Work plan:** Estimate how many hours will be needed to complete this project and propose a timeline.
5. **Budget and deliverables:** Provide a detailed budget, description of the specific deliverables that will be produced (including budget for ongoing data refreshes), and estimated delivery dates.

The vendor will not be able to subcontract any of the work without the explicit, written pre-approval by the SPLC Action.

We understand that you may need additional information from the SPLC Action to provide a proposal that accurately estimates the full scope of work to complete this project. Please join the bidder conference on Tuesday, September 14. Register here:

[https://splcenter-org.zoom.us/webinar/register/WN\\_wGis6bCNRyI5MvxyfNIAvw](https://splcenter-org.zoom.us/webinar/register/WN_wGis6bCNRyI5MvxyfNIAvw)

#### 5. PROPOSAL EVALUATION CRITERIA

Responses will be evaluated along several dimensions:

1. Vendor qualifications;
2. Understanding and practice of diversity, equity, and inclusion;
3. Work plan and methodology;
4. Budget; and
5. References.

We may request one-hour phone and/or video interviews with the intended project manager and the proposed team for a limited number of submissions.

We hope to select a winning bidder by the end of October.

#### 6. PROCESS FOR PROPOSAL SUBMISSIONS

1. Closing date: Proposals are due by 5:00 p.m. EDT on Friday, October 1.
2. Inquiries: Please direct them to Seth Levi, Chief Strategy Officer, no later than 5:00 p.m. EDT on Friday, September 17: [seth.levi@splcenter.org](mailto:seth.levi@splcenter.org)
3. Conditions of the proposals: All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by the SPLC Action.
4. Submission instructions: Proposals must be a single PDF document, no longer than 10 pages, and the file name must include your organization's name. Email them to [seth.levi@splcenter.org](mailto:seth.levi@splcenter.org).