

Request for Proposal - Iowa

The U.S. Green Building Council is seeking proposals for a public affairs and advocacy project in Iowa. The ideal proposal will integrate coalition building, media relations, and government relations with the specific advocacy goal to pass Property Assessed Clean Energy (PACE) enabling legislation in Iowa and more broadly, to elevate USGBC's and its chapter's profile in the state, especially with local policymakers, political stakeholders, and the media. The scope of the project will focus on three areas of work:

1. Government Relations

- a. Build and maintain relationships with mayor and key members of local council in key localities within the state.
- b. Build and maintain relationship with state legislators in key committees to USGBC's work, as well as leadership in each chamber.
- c. Educate about LEED v4 and PACE

2. Coalition and Community Building

- a. Develop an outreach plan to build a coalition of business, community, and political stakeholders.
- b. Engage and assist USGBC Iowa chapter members in maintaining and moving the coalition towards passing PACE.

3. Media relations

- a. In concert with USGBC State and Local Campaign Manager and Communications Director, develop a media relationship building plan to position USGBC as the media go-to for green building and sustainability issues.
- b. In concert with USGBC State and Local Campaign Manager and Communications Director, develop an earned media plan to elevate the issue of PACE in Iowa communities.

Requirements:

- Firm understanding of the legislative process - both procedural and political.
- Ability to work independently.
- Experience developing and executing public affairs plans.
- Ability to work in a bipartisan manner.

Proposals should include an outline of how the candidate believes the above goals can be achieved, a proposed budget, and resume. Length of engagement March 1 (or earlier) - December 31, 2015.

Proposals due by February 13, 2015.