New York City Campaign Finance Board

M/WBE Solicitation

Community and Stakeholder Mapping within Priority Neighborhoods
PIN# 004202700003

Release Date:	September 1, 2026
PIN#	**004202700003**
Submission Deadline:	October 30, 2026
Submit Proposals to:	contracts@nyccfb.info
Anticipated Term Start Date:	February 1, 2027
Anticipated Term Start End:	January 31, 2029
Number of Potential Contract Award(s)	**1**
Renewal Option	**1 Option for a two-year period**
Budget (Maximum Reimbursable Amount)	**$500,000.00**

ABOUT THE AGENCY

The Campaign Finance Board is a nonpartisan, independent city agency that empowers New Yorkers to have a greater impact on their elections. Our mission is to make local democracy more open, transparent, and equitable by removing barriers to participation.

We make it easier for New Yorkers to vote, meaningfully support candidates for city office, and run for office themselves. NYC Votes, our voter engagement initiative, meets people where they are to share trustworthy election information and help New Yorkers make a plan to vote. We publish the citywide Voter Guide, which delivers information about candidates directly to voters' doors. Our public matching funds program ensures small contributions can make a big difference, allowing regular people to run for office by relying on the support of other regular people, not just wealthy donors and special interests. And we lift the veil on how candidates raise and spend money, increasing transparency and accountability in local government.

We believe that when every New Yorker is empowered to participate meaningfully in elections, candidates will better reflect on the communities they serve, elected leaders will be more accountable to the public, and New Yorkers will have a democracy they can truly trust.

Public Affairs

The Public Affairs division promotes the agency's key role in equipping all candidates and voters to power a fairer and more open democracy in New York City. We engage New Yorkers, inform them about elections, and boost their civic participation in the democratic process. Within Public Affairs, the

Partnerships and Outreach unit works to build partnerships across the city to disseminate voting information, deliver accessible voter education, and conduct direct-to-voter outreach. The intention of this team's work is to create pathways for all New Yorkers to gain trustworthy and accessible information and education around voting and democracy. Only then can we authentically increase civic participation and mobilize our communities beyond just voting.

SCOPE OF WORK

The CFB seeks a qualified M/WBE vendor to conduct community and stakeholder mapping within the agency's identified priority neighborhoods to strengthen the agency's voter, contributor, and candidate engagement strategies. Community stakeholder mapping is a structured research and analysis process to identify, categorize, and prioritize the individuals, organizations, networks, and institutions that influence or are affected by an initiative's goals. For the purposes of this proposal, the mapping study includes identifying key community leaders, advocacy groups, civic and cultural institutions, media outlets, and other trusted messengers within identified priority neighborhoods; assessing their level of influence, reach, and relevance; and documenting existing relationships, gaps, and opportunities for engagement.

This community mapping effort is intended to help the CFB develop a stronger understanding of how New Yorkers and community stakeholders in identified community neighborhoods receive civic information, who they trust when receiving information, what barriers limit their civic engagement, and which communication methods and outreach strategies are most likely to increase their civic awareness and participation. The overall project goal is to identify trusted messengers, local information sources, central gathering places, communication channels, and marketing opportunities in these geographies that are not already engaged with the CFB or other city agencies. These findings will help the CFB refine its voter engagement work, Matching Funds Program (MFP) education, and information related to running for public offices in New York City. This research will serve the agency's broader goals of increasing voter, contributor, and candidate engagement.

The selected vendor will conduct a community and stakeholder mapping study of the CFB's identified priority neighborhoods, which include Community Districts in Central Queens (Community Districts 3, 4, 7), South and East Brooklyn (Community Districts 5, 7, 11, 13, 15, 18), and the South Bronx (Community Districts 1, 2, 3, 4, 5, 6, 7).

VENDOR EXPECTATIONS

The selected vendor is expected to:

- Conduct research while upholding the highest standards of data security and privacy, including options to participate anonymously, and ensuring ethical and transparent communication about how information will be collected and used;

- Include qualitative methods, such as in-depth interviews, focus groups, listening sessions, or workshops, as well as quantitative tools, such as surveys, maps, and other publicly available information, to validate qualitative insights, identify current engagement gaps, and propose ways to address them;

- Conduct both qualitative and quantitative research in languages in addition to English that are widely spoken by priority audiences in these Community Districts to ensure representation, for example (but not limited to):
    - Arabic
    - ASL/CART
    - Bengali
    - Chinese (Mandarin and/or Cantonese)
    - French
    - Haitian Creole
    - Hindi
    - Korean
    - Polish
    - Punjabi
    - Russian
    - Spanish
    - Urdu

- Conduct interviews and/or workshops to incorporate insights from subject matter experts working in the fields of civic education, community engagement, and marketing/outreach;

- Use publicly available data, such as American Community Survey Census data, to recruit representative samples of participants that reflect the diversity of New York City communities. Audience segments that should be considered for inclusion in the research and outreach include:
    - Voters who speak a language other than English;
    - Young people (16-30);
    - People with disabilities; and
    - People impacted by the criminal-legal system.

-Align created work with CFB values, which are:

- Purpose
- Curiosity
- Creativity
- Collaboration
- Ensuring accessibility standards are met throughout the project (e.g., captions, subtitles, translation of materials, visual and print assets).
- Supporting in-language outreach where applicable.

- Develop research methodology, survey instruments, and related respondent-facing materials that accurately reflect the agency's approved language, brand guidance, accessibility standards, and public-facing role. All materials associated with the research clearly, consistently, and appropriately represent CFB. CFB, as an agency of the City of New York, will retain all rights to all final products produced or associated with this contract.

KEY REQUIREMENTS

The vendor will also be expected to provide key recommendations and deliverables to CFB via performance reports and/or final deliverable reports. Performance reports will focus on key recommendations for CFB whereas deliverable reports will be project-based reporting. All reports must be submitted in the approved written and requested format determined by CFB (ie PDF, slide deck, etc.) and include, at minimum, the following findings and/or elements:

DELIVERABLE REPORTS

- A summary of key findings and insights aligned with the project purpose, priority geographies, and priority audiences outlined above;

- High-level messaging guidance that CFB staff, creative agencies and partners, and community partners can use to develop future messaging, campaign concepts, workshop content, and outreach materials, with a focus on:

    - how to adapt messages for different audiences, including guidance for multilingual adaptation, accessibility, and cultural relevancy; and

    - preferred ways of receiving and consuming different types of information, such as written, audio, visual, digital in-person, peer-to-peer, community-based, and culturally responsive formats across the target language groups.

- An overview of media consumption behaviors, trusted information sources, and recommended communication channels to inform the CFB's media, outreach, and partnership strategies, including:

    - self-reported awareness of, trust in, and utilization of in-language, community, and ethnic media outlets in New York City, for which limited data is currently available; and

    - other approaches for reaching each priority audience group, including digital outreach, word of mouth, in-person outreach, community partnerships, events, local media, and trusted messenger strategies.

- A list of trusted messengers, such as spokespeople, influencers, and organizations who should be engaged in the CFB's work, that are not already, to effectively share information and inspire trust in government and civic engagement focused on but not limited to voting, the MFP, and running for office;

- An appendix documenting and providing ownership of the methodology used to generate these results, to enable replication and tracking in the future, including:
    - a copy of the research instruments used (e.g. survey questions and answer options, interview guides, and other documents);

    - raw data from the research, including (as appropriate, given the selected methodology) videos, transcripts, quantitative survey data, and any other datasets or models generated in the process of conducting research, which informed the insights presented; and

    - complete documentation of any weighting or other analytical or statistical techniques applied to the data to generate the results reported.

- 4-5 workshops (onsite or remote) with CFB staff and stakeholders to facilitate and review the findings and develop strategies for how to apply them to advance the CFB's goals, including:
    - briefing sessions with CFB staff and, where appropriate, CFB's creative and media-buying agencies to review key findings and recommendations throughout the project; and

    - making updates and changes to final deliverables in response to feedback generated in these workshops.

- Creation of a strategic report for prospective candidate information gathering, which will provide the following:
    - Proposing and presenting project methodology for approval by CFB staff;
    - Gathering and synthesizing information about community attitudes regarding the MFP and what messaging and content will resonate with different audiences for CFB;
    - Provide effective information about running for office to potential first-time candidates from priority neighborhoods.

- Establish structured reporting & analytics report, which includes:
    - Delivering regular performance reports, including potential partners, audience reach, opportunities for community engagement, and other insights;
    - Providing a final summary report with analysis, outcomes, and recommendations;
    - Using performance insights to test assumptions to offer the most impactful solutions; and
    - Providing diversified and differentiated engagement efforts.

PERFORMANCE REPORTS

Civic Engagement and Voter Education Recommendations

- Recommendations for addressing current gaps in civic engagement, Matching Funds understanding, and voting barriers and motivations in priority neighborhoods, including audience-specific, neighborhood-specific, language-specific, and channel-specific recommendations, where appropriate

- Recommendations for tools, resources, materials and engagement supports that would support the CFB's efforts to educate New Yorkers about voter registration, civic engagement, and pathways to running for public office; potential candidate outreach.

Marketing Recommendations

- Recommendations for marketing placement, approaches, and language aligned with CFB campaign goals that enable the team to develop a comprehensive strategy;

- Campaign concepts, messaging frameworks, and content; approaches that are scalable across channels and adaptable for different uses and audience needs (e.g., age, ability, language, etc.); and

- Potential marketing campaign locations, and a list of language placement recommendations, in priority neighborhoods to build on existing strategies and support CFB goals.

Community Partner Recommendations

- Identification of potential community partners (CBOs, nonprofits, or other organizations) who serve the populations noted to expand CFB's reach in priority neighborhoods;

- Vetting prospective community partners for audience authenticity, reputational risk, and alignment with CFB's nonpartisan mission;

- Ensuring community-based organizations or other partners do not perform work on behalf of candidates for public office or organizations that endorse candidates;

- Creating community organization profiles, including audience demographics, covered languages, location, and information on their current engagement strategy; and

- Obtaining written approval from the CFB prior to engaging any community-based organization or prospective partner. All signed written approvals will be given to the CFB.

BUDGET & PAYMENTS

The anticipated contract maximum amount is estimated at **$500,000,** which will be a hybrid pricing model that includes a rate basis per line-item budget in conjunction with a deliverable based budget.

The hybrid model provides the vendor with the opportunity to appropriately align the project methods with the appropriate deliverable request.

RATE BASED MODEL

The rate per line-item budget must document the service item that is being provided along with the estimated number of hours needed to complete the service with the assigned rate(s) associated with completion of the service. This budget style will be quoted via a pre-approved work order based on requested work and an approved rate sheet.

DELIVERABLE MODEL

The deliverable-based budget is for key requested deliverables (i.e. reports, workshops, etc.) that should include a total price for the deliverable, which encompasses all pricing requirements (i.e. travel and accommodation costs, software/platform costs, office supplies, estimated billable hours, etc.) to complete the stated deliverable. The deliverable-based budget will remain fixed for the life of the contract based on the proposed cost listed in the proposal.

INVOICING/PAYMENT

Payment will be made on invoices that must be associated with an appropriately CFB approved work order and/or deliverable. CFB prefers payment submission monthly for work that has been completed to date (if permittable). Invoices must be submitted on the selected vendor's letterhead via email to accountspayable@nyccfb.info and:

- be addressed to the New York City Campaign Finance Board, 100 Church Street, 12th Floor, New York, New York 10007;
- include the date of the invoice, unique (not duplicated) invoice number and payment due date;
- highlight the dates of service and detail the service provided (i.e. rate of assigned employee, quantity of distribution with service cost, deliverable description, etc.) and accompanied with the CFB-approved work order;
- include a reference to the contract number; and
- include a signed written CFB-approved work order associated with documented services on the invoice (if applicable).
- any backup documentation for work completed, including timesheets, subcontractor or product invoices charged via the contract, etc. (if applicable).

Note: the selected vendor will only be reimbursed for components of this project that are fully completed as approved and signed by the CFB in writing.

The CFB is only obligated to pay for work completed and approved under an executed work order. Vendor compensation for management services, as well as subcontractors' costs, must be clearly documented in the work order and consistent with the vendor's approved fee proposal.

SOLICITATION TIMELINE & SUBMISSION REQUIREMENTS

Proposals must be submitted by e-mail contracts@nyccfb.info by **5:00 pm ET on Friday, October 30, 2026.** Proposals submitted after the deadline will not be considered.

The anticipated contract term is **February 1, 2027 to January 31, 2029** with a two year option to renew if renewal is appropriately within the MWBE Small Purchase standards. Each proposal must include (which is highlighted in detail in the proposal evaluation section below):

- Summary and explanation of the vendor's capacity to conduct community mapping and research based on the Vendor Expectations listed within the Scope of Work section.
- Staffing within the vendor's organizational structure who has the ability to do manage, coordinating, and overseeing the deliverables and other assigned projects.
- Detail the activities and strategic plan being proposed to meet the expectations and deliverables listed in the solicitation.
- Strong ability to utilize and execute efficiently with technology, reporting, and analysis throughout the contract.
- Sound and reasonable budget/cost that documents key proposed approach plans, activities, and deliverable that details the justifiable rate based or deliverable pricing or budget.

PROPOSAL EVALUATION

Proposals will be reviewed and evaluated after the submission deadline in no particular order. The CFB will evaluate and score submissions based on the following criteria:

BACKGROUND & ORGANIZATIONAL CAPACITY (20 points): Quality and practicality of the vendor's background and organizational capacity to effectively provide community mapping research-based on expectations and key requirements listed in this solicitation. The proposal must include:

- Demonstrated level of organizational capability in producing engaging, informative community mapping projects that address diverse NYC community needs,

- Exhibit a minimum of five (5) years of organizational experience and background in the areas (but limited to) of civic engagement, community partnership, marketing research, and surveying.
- Minimum of three (3) References with contact information and a brief description of prior project achievements and successes similar to the requested scope of work listed in the solicitation.
- Ability to develop and execute multifaceted community engagement and marketing recommendations to expand awareness of NYC Votes and the CFB's MFP;
- Outreach to priority audiences, including young voters, first-time voters, voters with disabilities, voters who speak languages other than English, and voters impacted by the criminal justice system;
- Accurate, accessible, and culturally relevant content that aligns with CFB messaging and nonpartisan requirements;
- Community stakeholder identification, vetting, and approval processes;
- Coordination with CFB staff, timeline adherence, and proposed milestones and deliverables; and
- Vendors should also include examples of similar projects completed in the past, particularly in elections, advocacy, government, or other relevant areas, to demonstrate feasibility.

STAFFING (20 points): Propose an efficient organizational structure that has extensive skill sets and expertise in coordinating and executing the expectations and requirements outlined in the solicitation, which must include:

- Resumes and bios of the personnel proposed for this project, including staff roles and responsibilities associated with managing community mapping, coordinating with potential community stakeholders, and overseeing the overall project.
- Job descriptions describing how the role will participate in the proposed approach;
- Qualifications of existing internal personnel and/or descriptions for new hires that show relevant experience of at least two (2) years history and ability to deliver on the scope of work based on past project achievements and successes.
- Vendors may propose personnel using their own internal titles; CFB primarily evaluates experience, skills, and appropriateness for the assigned responsibilities.
- Propose the roles and estimated time commitments (hours per phase or FTE) for community mapping, stakeholder engagement, data analysis and reporting are key for each staff description.

PROPOSED APPROACH (20 points): Quality and practicality of the vendor's proposed approach to accomplishing the requirements outlined in this solicitation. The approach must include a well addressed plan with the following:

- Development and execution of multifaceted community engagement and marketing recommendations to expand awareness of NYC Votes and the CFB's MFP;
- Process for achieving the recommendations and deliverable requirements.
- Outreach to priority audiences, including young voters, first-time voters, voters with disabilities, voters who speak languages other than English, and voters impacted by the criminal justice system;
- Accurate, accessible, and culturally relevant content that aligns with CFB messaging and nonpartisan requirements;
- Community stakeholder identification, vetting, and approval processes;
- Coordination with CFB staff, timeline adherence, and proposed milestones and deliverables; and
- Vendors should also include examples of similar projects completed in the past, particularly in elections, advocacy, government, or other relevant areas, to demonstrate feasibility.

TECHNOLOGY, REPORTING & ANALYSIS (30 points): Detail the technological tools and other resources that will support the requirements and expectations outlined in the Scope of Work. Vendors should specify:

- **Technology and tools:** platforms, software, or systems used to manage projects, track performance, and ensure compliance
- **Infrastructure and processes:** procedures supporting accessibility, multilingual stakeholder engagement, quality control, and nonpartisan compliance
- Vendors may describe resources using their own internal terminology that are sufficient and appropriate to deliver on the required tasks listed in the solicitation.

BUDGET/COST (10 points): Proposers must submit a detailed cost proposal that clearly identifies all fees associated with the services described in this solicitation. The financial proposal must include:

- The proposer's hybrid management fee structure (e.g., percentage markup, fixed management fee, or hourly rates).
- Estimated ranges or typical costs for community and stakeholder engagement compensation, including any assumptions used to develop those estimates.
- Itemized costs for major components of work, such as strategy development, community and stakeholder research and engagement, and reporting.

- Hourly rates or pricing structure for any additional or out-of-scope work and markup fee associated with any subcontractor's work.

Note: ***References will only be contacted if the vendor is selected for additional evaluation.***

BASIS OF AWARD

Contract award(s) will be made to the most responsible proposer(s) whose proposal(s) are determined to be the most advantageous to the City of New York (primarily the city agency of the CFB), taking into consideration the price and such other factors or criteria that are set forth in the solicitation. Award(s) will be made to the proposer(s) with the highest score based on the evaluation criteria and scoring listed in the proposal. Committee review may be used to ensure all evaluation criteria was thoroughly reviewed appropriately. The contract award shall be subject to the timely completion of the contract negotiations between the Agency and the selected proposer(s) and determination of both vendor responsibility and administrative capability.