

REQUEST FOR PROPOSALS

Legacy Project for Greenbuild 2019

From November 20-22, 2019, the USGBC Georgia and the City of Atlanta will host the 2019 [Greenbuild International Conference and Expo](#), the world's largest conference and expo dedicated to green building. The U.S. Green Building Council (USGBC) organizes this annual event featuring several days of inspiring speakers, industry showcases, specialty workshops, tours of the host city's green buildings.

The Greenbuild Conference is expected to bring over 20,000 visitors to the Atlanta area. This is a tremendous opportunity for Atlanta to showcase local projects and expertise while bringing attention to issues of particular importance to our region. While Greenbuild is a meeting of national and international experts in the field during one week in November 2019, our goal is to leverage the event to engage the broader local community in discussions and activities that raise awareness around sustainability and the built environment throughout the year leading up to the event and into the future.

Past conferences sponsored projects that continue to serve their communities long after the attendees from Greenbuild have departed. These projects include a garden for high school students in environmental sciences and science outreach in Chicago, a space to create and problem solve utilizing S.T.E.A.M. curricula while reusing discarded safe manufacturing materials in Los Angeles, an interactive playground in Philadelphia, a new urban food studio in Washington, D.C., and a green building technology training program for young people considering trades' work in Boston. [This document](#) will give you more details about these projects.

This year, Greenbuild Atlanta is excited to partner with [Sustainable Design Collaborative Atlanta](#) for a more comprehensive project. [SDCA](#) is an Atlanta based team of representatives from the diverse building professions who collaborate annually on a specific community outreach project. Historically, the project organizations have a strong root in progressing sustainability and enhancing the local community. Learn more about them at www.sdcatlanta.org.

With your participation we can continue the Greenbuild Legacy Project tradition in the Atlanta metro area. To that end, the 2019 Greenbuild Host Committee is:

- Inviting proposals for **the Greenbuild 2019 Legacy Project** for the Metro Atlanta area;
- Providing a minimum of \$10,000 as seed funding with the potential for additional contributions, including labor/services, materials, and/or additional fundraising to support the execution of the selected project;
- Working with [Sustainable Design Collaborative Atlanta](#) to offer design services for the project. [SDCA](#) works with the selected organization to create a vision and plan for the execution of their project.
- Seeking proposals that maximize the number and breadth of key impact sectors affected.

RFP Process

1. To **register your interest** in this RFP and ensure communication of any future correspondence please email shaerther@usgbc.org with your name and your organization's name. Please write "2019 Legacy Project Question" in the email subject line.
2. **See Pages 3 and 4** for Proposal Format, Content, Schedule and Requirements.
3. Final proposals must be submitted **no later than 5:00 pm EST on Friday, March 1, 2019**. Please write "2019 Legacy Project Submission" in the email subject line.

The Legacy Project Committee of Greenbuild 2019 will review all timely proposals that satisfy the RFP requirements

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and announce the selected three finalists. The three finalists will present their proposals to the broader Greenbuild 2019 Host committee who will select the official legacy project no later than March 22, 2019.



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Important Dates

Issuance of RFP	January 11, 2019
Deadline for Submission of Questions to USGBC Georgia	February 8, 2019 (5 P.M. EST)
Responses to Questions returned by	February 15, 2019
Proposal Submission Due Date	March 1, 2019 (by 5 P.M. EST)
Finalists selected by Legacy Project Committee	March 8, 2019
Final Presentations/Judging at Public Event	March 22, 2019
Selected Legacy Project Announced	March 25, 2019
Completed project ready for public announcement (target)	November 1, 2019

Submission of Questions

Each of the Respondents will have the opportunity to ask questions regarding the RFP and proposed projects. All questions must be submitted no later than 5 P.M. EST on February 8, 2019. All questions should be submitted by email at shaerther@usgbc.org. Please write "2019 Legacy Project Question" in the email subject line. Responses to questions will be emailed to submitter no later than February 15, 2019.

Submission of Proposals

Final proposals must be submitted no later than 5 P.M. EST on March 1, 2019. Proposals should be submitted electronically as a PDF (no longer than 10 pages) via email to shaerther@usgbc.org. Please write "2019 Legacy Project Submission" in the email subject line. A confirmation email will be sent within 2 business days.

The Legacy Project Committee of Greenbuild 2019 will review all timely proposals that satisfy the RFP requirements and announce the top Legacy Projects no later than 5 P.M. EST March 8, 2019. These finalists will be notified by email. Finalists will then have the opportunity to present their project in person at the USGBC Georgia Legacy Project Springboard Event scheduled for March 22, 2019 (presentation format to be determined). All complete proposals will be invited to participate in the event through tabletop or poster boards, and the finalists will present live. The attendees will vote to determine the recipient of the 2019 Legacy Project funds and chapter support in project execution.

All submitted projects will receive exposure through the Springboard event. The finalists will receive further promotion and exposure through the USGBC Georgia social media, partner and event opportunities, and the selected project will be highlighted as part of Greenbuild 2019.

Criteria

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A. Project Criteria

Proposals must address and include the following mandatory criteria:

- Be permanent and enduring with a detailed plan for community support. Maximum credit for proposals that impact multiple communities.
- Recognize voices not traditionally a part of discussions regarding environmental justice (women, racial and ethnic minorities, indigenous peoples, persons with disabilities, and socially and economically marginalized communities)¹. Maximum credit for projects that include multiple voices.
- Be deliverable on budget and on time by November 1, 2019.
- Deliver measurable carbon drawdown either directly, or indirectly through education, training, or community outreach.
- Have zero negative impact (e.g. zero waste, cash positive to a community, zero energy) on the community and larger environment. Maximum credit for proposals that provide restorative outcomes.
- Be energizing and accessible.

Proposal Format

All responses must meet the following format requirements:

- Responses must respond to each RFP item in the order outlined below in the “Proposal Contents” section.
- Responses must be formatted as a PDF (“.pdf”) document.
- Responses must not exceed 10 pages of total.

Proposal Content

I. PROJECT INTRODUCTION

Respondents shall provide a Project Introduction that should highlight key components of the project. In particular, it should articulate:

- The title of the project
- The vision for the project
- A brief background and history of your organization, including recent successes or accomplishments
- The project’s target audience
- How the target audience will benefit from the proposed project
- The location of the project
- How the proposed project fits within the existing neighborhood fabric and fills a need not currently met
- If you will be seeking design services from [SDCA](#), how do you envision using that support to further the implementation of your proposed project?

II. PROJECT TEAM

Identify the project’s lead organizer plus key team members, including community partners. Include a brief description of each individual/organization and their role.

[SDCA](#) efforts will need your involvement and ongoing commitment. Select a minimum of two people who will be dedicated to working with them on this project and state their qualifications. Will they commit to attending all charrettes, meetings, and how will they contribute to the project development?

III. PROJECT DETAILS

Please answer each of the questions below. Please also include a visual representation of your proposed project or

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site (up to 4) in this section.

- How is the Project Criteria addressed by the project?
- Why was this location selected? How does this project contribute to the greening of the local community?
- Describe the ongoing maintenance or support that will be required for the project and how those needs will be met, and how this will meet the “zero net impact” criteria for the project.
- Describe the potential growth and future opportunities of the Project.
- Describe any past projects you and/or project team members or organizations have undertaken that are similar to the one proposed. Include the role played in the past project.
- Describe the educational impact of this project.

IV. Project Schedule

Provide a detailed project schedule, include key dates, milestones, and dependencies. You must provide the anticipated start date and completion date for the project. Project should complete by November 1, 2019.

V. Project Cost & Funding

Include a project cost breakdown, including construction costs. Please indicate additional funding commitments this project plans to secure or has secured. USGBC Georgia/Informa will provide a minimum of \$10,000 in seed funding. Please note that projects already underway or receiving grants from other entities are eligible to participate.

Describe yearly anticipated budget that will be required to keep this project operational after Greenbuild 2019, and how this maintenance will be funded.

VI. Proposal Checklist

Project submission is **no more than 10 pages total** to include the following:

- All questions answered
- Project breakdown of cost included
- Project schedule included
- No more than a one page Resume/CV of key personnel with projects completed
- Up to 4 visual representations of the Project and site included
- Formatted as a “.pdf” document
- Submission sent electronically to shaerther@usgbc.org with “2019 Legacy Project Submission” in the email subject line.

Legacy Project Winner – Memorandum of Understanding

Upon selecting a winner for the Legacy Project award, USGBC Georgia will enter into a Memorandum of Understanding (MOU) with the project team detailing the specifics of the project and the expected timeline for completion. An example of a MOU will be sent to registrant when team registers their interest in submitting a proposal – see RFP Process introduction.

Disclaimer

USGBC Georgia and the **2019 Greenbuild Host Committee** reserve the right to withdraw the award of Legacy Project and seed money, at any time, and without penalty, should the project fail to deliver on the promises and timeline as listed in their Proposal.

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