REQUEST for PROPOSALS

The University of Iowa
Office of Outreach & Engagement
787 Van Allen Hall
Iowa City, Iowa 52242

Released November 2018

CONTACT
All questions concerning the information presented in this Request for Proposals can be sent directly to:

Travis Kraus
Director, Economic Development & Sustainability
Provost’s Office of Outreach & Engagement
The University of Iowa
319.335.2798 | travis-kraus@uiowa.edu
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I. OBJECTIVE

The University of Iowa’s Iowa Initiative for Sustainable Communities (IISC) is seeking proposals from Iowa towns, cities, counties, regional entities and other community-based organizations to become an IISC community partner, beginning in August 2019. A one year (academic calendar) contract will be executed between the University of Iowa and IISC community partners.

The successful applicant will benefit from roughly 20,000 hours of work from University of Iowa students and faculty from a variety of disciplines. Projects are incorporated into academic courses at the University of Iowa, providing experiential learning for hundreds of students while significantly impacting sustainability in partnering communities.

The selection process is competitive. Proposals are accepted on a rolling basis until the deadline on February 1, 2019.
IISC is a campus-wide effort at the University of Iowa to enhance the capacity of rural and urban communities in Iowa to address the environmental, equity, economic, and cultural issues they face today and plan for a sustainable future.

IISC accomplishes this by matching university students and faculty with community partners to develop and implement projects that will advance the community’s sustainability and vitality. University faculty and students take part in this initiative through semester-long or year-long courses where the IISC project is a focal point of the course.

IISC works almost exclusively with graduate and upperclassman undergraduate courses, typically consisting of 5 – 25 students each. Depending on the number and scope of projects, 200 or more University of Iowa students and faculty can be involved in IISC each year.

IISC is housed out of the Provost’s Office of Outreach & Engagement, and is an integral cog in the university’s mission of community engagement and service to the state of Iowa.

What constitutes a project?

IISC is a collaborative partnership between the university and the community partner. Projects are based on community-identified sustainability needs and goals. This can include projects related to economic development, housing, transportation, environmental issues, arts and culture, public health, social equity, and community vitality, among other topics.

It is the community partner’s responsibility to propose specific project topics in the initial proposal, but collaboration is expected between the community partner, IISC staff, and the matched university faculty in fleshing out project scope and details once a partnership is formed.
Projects will vary in size and scope. Most projects will fit into one semester (about 16 weeks), although some projects may cover two semesters. At the end of the project, community partners can expect a tangible, substantive work product that will benefit the partner and advance sustainability in the community. Typically this is in the form of a report, but may also include designs, art installations, presentations, or structural products, depending on the project.

**What resources help identify quality projects?**

Communities are encouraged to reach out to key stakeholders and organizations to solicit ideas for projects. Community stakeholders might include: Elected Officials, City Administrators, Economic Developers, Planners, Conservationists, Superintendents, Police Chiefs, Public Health Officials, City Engineers, Chambers of Commerce, Main Street Directors, Art Councils, Non-Profit Organizations, Emergency Management, Social Service Providers, and so on. A wide range of projects helps match community-based projects with University of Iowa faculty and other on-campus partners.

Communities are further encouraged to review the Star Community Ratings system ([www.starcommunities.org](http://www.starcommunities.org)) to gain a better understanding of sustainability indicators that may help identify projects. While working toward designation as a STAR Community is a significant undertaking, the framework may be useful to assess sustainability strengths and weaknesses, and therefore opportunities to collaborate with IISC.

Additionally, projects completed through past IISC partnership can generate ideas for prospective community partners. For project reports from each completed IISC project, as well as project descriptions for current projects, please visit [https://outreach.uiowa.edu/communities](https://outreach.uiowa.edu/communities).
III. ELIGIBLE APPLICANTS

Applicants may consist of a municipality, a county government, councils of governments, community-based non-profits, or a collection of communities with similar characteristics, such as watersheds, economic or cultural districts, or a transportation corridor.

For the 2018-19 academic year, IISC’s community partner is Webster City, Iowa. Please see below for a map of our current and past IISC partners. Although IISC has worked mainly in eastern and northern Iowa, we encourage applicants to apply from all parts of the state, including western Iowa. Previous community partners of IISC may apply.
IV. BENEFITS OF PARTNERING WITH IISC

Why partner with IISC?

IISC partnerships offer a multitude of benefits to community partners and result in meaningful work that helps move the community in a positive, sustainable direction. Common themes and outcomes resulting from these community partnerships include:

Strong Return on Investment. IISC provides a strong return on investment to communities. Depending on the number of projects, communities will receive up to 40,000 hours of work or more from smart, creative, dedicated University of Iowa students under the supervision of expert faculty, with minimal costs to communities.

Expertise. Communities receive innovative, cutting edge research and tangible solutions from a top-tier university and faculty to solve some of today’s most challenging sustainability problems.

Experienced Staff Support. IISC’s staff members have training and experience working with Iowa communities. Staff helps bridge the gap between community-based projects and academic objectives, ensuring that the final deliverables meet the needs and expectations of IISC partners.

Interdisciplinary Approaches. Students, many of whom are graduate students with prior work experience in their field of study, bring fresh ideas to meaningful projects that directly address local needs. The variety of disciplines available at the University of Iowa provides the opportunity for a multi-disciplinary approach to addressing problems that would not otherwise be available.

Increased capacity. The additional manpower and expertise provides the opportunity to tackle projects that would not otherwise have been accomplished and may be “sitting on the back shelf.” IISC helps projects get unstuck.
Enthusiasm. Students and faculty provide excitement and help drum up community support for projects that will better the community. Talented students are eager and excited to engage in this work, many whom could serve as candidates for future internships and staff positions in your community.

Public Relations. Coordination with UI Media Relations results in significant local, state and even national media attention to IISC partner communities. Often, students become informal ambassadors who promote your community at future conferences, meetings, presentations and job interviews.

IISC’s impact on communities has reverberated at a state-wide and national level, as policymakers and political leaders have recognized the benefit of communities partnering with IISC. In September 2015, the US Department of Housing and Urban Development commended IISC for “harnessing [the University of Iowa’s] research prowess to meet the needs of Iowa communities.” Past community partners will testify to the significant value of partnering with IISC, and applicants are encouraged to reach out to past partners for reference.

IISC IN THE NEWS

Recent Informatics Grad Built Mason City Mobile App
UI Computer Science 06.21.18

Sustaining Webster City
Daily Freeman Journal 03.07.18

UI engineering students help Lake Delhi solve long-standing waste water problem
Iowa Now 12.18.17

Digitizing Mason City’s Architectural Heritage
UI Library & Information Science 12.02.17

Mason City’s ‘Taste of the North End’ provides discussion on ways to improve
KIMT3 News 10.27.17

Pearl Street Park Opens in Sioux City, based on Greenspace Plan developed through Iowa Initiative for Sustainable Communities
Siouxland Proud 10.02.17

Jackson County partnering with University of Iowa students to attract young families to small communities
KCRG-TV 10.24.17

Frank Lloyd Wright mural planned to beautify downtown Mason City
Globe Gazette 08.09.17

Washington residents pass hotel/motel tax supported by IISC partnership
KCII 08.02.17
V. EXPECTATIONS & COMMITMENTS

IISC

IISC provides staff support and other services to ensure a successful partnership. All staff members are part of the Provost’s Office of Outreach & Engagement, led by Associate Provost Linda Snetselaar, which is committed to building strong, mutually-beneficial partnerships between the university and state. The Office of Outreach & Engagement and IISC staff have significant experience in project management, community relations, and sustainability, ensuring high-quality project outcomes that meet community needs. Additionally, IISC often hires interns and graduate assistants to provide additional program support.

Nick Benson, Office of Outreach and Engagement Executive Director

Nick shapes the university’s community development initiatives by leading community outreach efforts. Nick earned both his master degree in Urban Planning and Juris Doctorate from the University of Iowa, and is a licensed attorney in Iowa. Nick previously worked in Planning and Community Development for the City of Iowa City and for Leff Law Firm.

Travis Kraus, Director of Economic Development & Sustainability

Travis manages the IISC program and projects, including the RFP process, project development and match-making with UI faculty and courses, events, and IISC course and community relations. Prior to joining IISC, Travis led the Chamber of Commerce and Economic Development organizations in Mount Pleasant, Iowa, worked as a regional planner for the Southeast Iowa Regional Planning Commission, and was a successful small business entrepreneur for many years. Travis earned a master degree of Urban & Regional Planning from the University of Iowa.
Leslie Finer, Director of Arts & Humanities

Leslie manages IISC projects that enhance community vitality by utilizing the University's arts and cultural resources. Leslie received her bachelor's and master's degrees in piano performance from Southern Methodist University in Dallas, and a PhD in musicology from The University of Iowa.

Kelly Carr, Administrator & Project Manager

Kelly provides project management support to community partners and University of Iowa faculty, staff, and students on community-based class projects and manages the office's administrative activities. Kelly earned her bachelor's degree from Mount Mercy University, double majoring in Business and Human Resource Management. Prior to joining the Office of Outreach & Engagement, Kelly worked in UI Health Care and University Housing & Dining at the University of Iowa in administrative and human resources roles.

Jordan Brown, Outreach & Engagement Coordinator

Jordan coordinates with community partners and University of Iowa faculty, staff, and students on classroom projects and to facilitate speaking engagements throughout the state. He also manages the University's Theme Semester, organizing and facilitating meetings in the university community. Jordan earned both his Master of Science degree in Urban and Regional Planning and Bachelor of Science in Economics from the University of Iowa.

Michelle Sillman, Marketing & Communications Specialist

Michelle offers strategic direction and brand guidance for all marketing and communications. Prior to joining the University of Iowa, Michelle worked in marketing and communications for a variety of organizations, most recently for the YMCA of the Cedar Rapids Metro Area, Blue Zones Project in Marion, and UnityPoint Health St. Luke's Hospital. She earned a bachelor's degree in Journalism and Mass Communications from the University of Iowa.

University of Iowa Faculty and Campus Partners

Projects are typically overseen by at least one faculty member who is an expert in the field and has first-hand knowledge of innovative research and best practices. Faculty have the dual goals of teaching their students necessary academic content and helping them apply this to the creation of successful IISC projects.

The following is a list of departments and colleges at the University of Iowa that have been or could be involved with IISC projects:

- Urban and Regional Planning
- Engineering
- Public Health
- Geoscience
- Geographic and Sustainability Sciences
- Journalism and Mass Communication
- English
- Health & Human Physiology
- Art and Art History
- Library and Information Science
- Business/Finance
- Marketing
- Anthropology
- Museum Studies
- Law
- Social Work
- Sports & Recreation Management
- Computer Science
- Communication Studies
- Education
Community partners

Successful projects and partnerships depend heavily on strong local leadership and guidance. Applicants are expected to identify local leaders to help manage the partnership and projects, including:

*Community coordinator(s):* One or two community coordinator(s) will champion the IISC partnership in the community or region and serve as the central point of contact. The coordinator will serve as a liaison between the community and IISC, and will work directly with IISC Assistant Director to oversee all projects.

In the case of regional entities, the coordinator will act as the central contact between individual communities or organizations within the region that are involved in the partnership. The coordinator will be engaged enough in the partnership to understand local community involvement in each project, project scope and current status.

A community coordinator’s time commitment to the partnership will vary based on the number of projects and the point in time in the partnership, but in general the coordinator should expect to spend 5 hours per week for an IISC partnership of 10 to 15 projects. At the conclusion of each semester’s projects, community coordinators will also work with IISC staff to determine effective ways to assess the projects and partnerships, in terms of both community impact and successful working relationships.

Identifying an energetic and dedicated community coordinator is a key element of a successful IISC partnership. It is fine to identify two individuals that could serve as co-coordinators for the community.

*Project Leaders:* For each project, project leaders will be the primary point of contact for students and faculty working on that project. Project leads should expect to spend at least one hour per week on the project for each semester the project is in progress. The beginning and end of each project will likely require more time and attention. This work may include preparing background materials, communicating with students and faculty via e-mail, phone calls or video-conferencing or meeting in person, participating in reviews of student work on the projects, and participating in events.

Financial Cost of Participation

IISC receives some funding from the University of Iowa Provost’s Office, but also asks for local contributions from community partners. IISC does not set a specifically required amount from community partners; local contributions are negotiable depending on local resources.

On average, though, selected IISC partners have contributed roughly $1,000 - $2,500 per project to the partnership, which typically consists of 10-15 projects.
Although IISC faculty and students are not paid by partner communities like traditional employees or interns, program costs do exist for IISC staff, project materials, travel to and from communities, and public events. Project fees are used to offset those project costs.

Community partners may choose to fund their contribution through collaborations with other groups, such as county or state agencies, school and watershed districts, chambers of commerce, business partners, or other local organizations.

Prospective community partners should specify in their proposals the proposed amount of the local financial contribution. The local financial contribution is just one of a number of factors that will be considered in selecting IISC’s 2018-19 community partner(s).

The total value of the IISC partnership for a community partner is estimated to be roughly $250,000, far exceeding the anticipated financial investment from partnering communities.
VI. INSTRUCTIONS TO PROSPECTIVE COMMUNITY PARTNERS

The University is seeking written proposals from Iowa towns, cities, counties or regional entities who have needs and capacities compatible with IISC program. Prospective community partners must submit their proposals as a PDF attachment in an email to Travis Kraus at travis-kraus@uiowa.edu. Proposals must be submitted by 5:00 pm on Thursday, February 1st to be considered. All questions concerning the information presented in this Request for Proposals should also be sent to Travis Kraus.

Travis Kraus  
Director, Economic Development & Sustainability  
The University of Iowa Provost’s Office of Outreach & Engagement  
travis-kraus@uiowa.edu  
319.335.2798

SCHEDULE OF ACTIVITIES

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<tr>
<td>Issue Date</td>
<td>November 19, 2018</td>
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<tr>
<td>Informational Phone Conference 1*</td>
<td>December 14, 2018, 10:00 – 11:00 am</td>
</tr>
<tr>
<td>Informational Phone Conference 2*</td>
<td>January 11, 2019, 10:00 – 11:00 am</td>
</tr>
<tr>
<td>RFP Due Date</td>
<td>February 1, 2019 at 5:00 p.m.</td>
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<tr>
<td>Community Selections</td>
<td>March 1, 2019</td>
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*Interested community partners should request conference call information by 3 pm on Monday, December 10th for Phone Conference #1, and Monday, January 14th for Phone Conference #2
Your proposal must contain information relative to each of the items listed below in Section 7 to be considered responsive. Please respond in the order given. Answers should be detailed and complete.

**PROPOSAL COMPONENTS**

All potential community partners interested in working with IISC must complete a proposal. The following components are required in all proposals.

1. **Community information**

   This should include background information on the community, past sustainability efforts, goals and visions for the community and current partnerships within the community. This section should also discuss the overall capacity of the community to work with IISC. Please identify the community coordinator and include contact information for this person (email and phone number). Key components of this section include:

   a. Community Contact Information
   b. Overarching goals or visions adopted by the community
   c. Demonstration of how your community has supported or implemented sustainable practices in the past.
   d. Demonstration of how your community values inclusivity for people of diverse backgrounds and experiences.
   e. Current partnerships in the community that may enhance a partnership with IISC
2. **Proposed project list**

The proposed project list should include the name of each project, community project leaders, a brief description of the project and associated questions or problems to be addressed by UI students, and potential deliverables of the project (could be a report, maps, designs, etc.). Project descriptions should be detailed enough to allow IISC to begin the process of identifying potential faculty and courses at the University of Iowa. With each project, please identify the potential impact of the project on the community, including measurable outcomes (i.e. increased miles of walking and biking paths, percentage improvement in healthy foods at local restaurants, etc.). Please also indicate the ability of the community to implement the project once completed by IISC, including any local “champions” of the project (this may be the project leader).

Ideal projects will fit within the university’s semester schedule. The Fall semester runs from late August through early December; the Spring semester runs from mid-January through early May.

IISC encourages partners to propose multiple projects (between 20 – 30, depending on community partner size), as not all projects will be suitable for matching with university students and faculty.

IISC encourages a variety of projects that cover a multitude of disciplines, such as urban planning, public health, marketing, business, communications, engineering, arts and music, library and information sciences, geography, geoscience, etc.

3. **Demonstration of project support**

A key element of success in IISC is strong community involvement in projects. A successful applicant will identify one or two community coordinators who will act as the main contact(s) between the community and IISC. In addition, project leaders for each proposed project must be selected. Identifying community coordinators and project leaders who can develop projects from the beginning and see the project through to the end is crucial to ensuring a positive outcome for both the community and the university. IISC works hard to streamline communication between university faculty/students and community partners to ensure an efficient partnership.

4. **Amount of financial commitment to IISC partnership**

Indicate the level of financial contribution available to this partnership and the source(s) of these funds.

5. **Demonstration of community support**

The proposal should demonstrate that the prospective partnership with IISC has broad community support. This is often done with letters of support.
VIII. PROPOSAL EVALUATION CRITERIA

All proposals will be evaluated by IISC’s Advisory Board, comprised of University of Iowa faculty and staff and past IISC community partners, according to the following criteria:

- **Level of community support.** Top level support and commitment from community leaders, including local government officials, non-profit organizations or businesses is particularly important. Communities are encouraged to include letters of support from the mayor, city manager, chamber of commerce president, or other community leaders.

- **Capacity of the community.** The community or region must be able to work with IISC and complete a minimum of 10-15+ projects with 150 or more UI students and faculty over the course of at least one academic year.

- **Community context and quality of projects proposed.** This is based on the community’s commitment to sustainability and inclusivity as described in the narrative, as well as the anticipated impact of projects on the community’s sustainability. Projects should address relevant issues that are challenging the local community, and demonstrate the potential to have a measurable positive impact. Projects that provide the opportunity for students and faculty to exercise creative problem-solving skills are encouraged.

- **Likelihood of matching projects with UI courses.** Projects must be within the capability of University of Iowa faculty and students. Coordinating with IISC staff while you are developing your proposal will ensure the likelihood of strong matches. IISC cannot guarantee that all locally identified projects will be matched with a course.

- **Local financial contribution.** The financial commitment of the community partners to IISC.
A prospective Community Partner’s submission of a proposal constitutes their acceptance of the evaluation technique and their recognition and acceptance that subjective judgments will be used by the University of Iowa during the assignment of points.
# IX. IISC PROGRAM TIMELINE

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<tr>
<td>November 19, 2018</td>
<td>IISC RFP released for 2019 – 2020 academic year</td>
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<tr>
<td>November 2018 –</td>
<td>Communities respond to the RFP. All interested communities are encouraged to communicate with IISC staff during the development of their proposals, including calling in to the informational conference calls on December 14th and January 11th.</td>
</tr>
<tr>
<td>January 2019</td>
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<tr>
<td>February 1, 2019</td>
<td>Proposals must be e-mailed as pdf attachments by 5 p.m.</td>
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<tr>
<td>March 1, 2019</td>
<td>Community partner(s) are selected for the 2018-19 academic year.</td>
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<tr>
<td>March - July 2019</td>
<td>Selected community partner(s) and IISC staff refine the scope of community identified projects and IISC staff matches the projects with UI faculty and courses. IISC and community partner(s) develop and sign contract. IISC staff will meet with community partners and stakeholders, collaborating to develop scope-of-work documents for projects beginning during the 2019 semester.</td>
</tr>
<tr>
<td>Fall 2019 (August – December)</td>
<td>Students and faculty have an initial visit/meeting with their community coordinator and project lead(s) to learn about the community and project. Fall semester courses work on IISC projects. Final scoping for Spring 2020 semester projects and course matches.</td>
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<tr>
<td>Spring 2020 (January – May)</td>
<td>Spring semester classes work on IISC projects. Fall semester project deliverables are provided to community partners no later than February 1, 2020.</td>
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Potential applicants are encouraged to talk with past IISC community partners. The community coordinators listed below have agreed to speak with communities interested in learning more about IISC from a community’s perspective.

**Steven Van Steenhuyse**  
Director of Development Services  
City of Mason City  
svansteenhuysemasoncity.net  
641.421.3626

**Nicole Turpin**  
Community Service Manager  
East Central Intergovernmental Association  
nturpin@ecia.org  
563.690.5771

**Dean Thompson**  
Supervisor  
Winneshiek County  
deathompson@co.winneshiek.ia.us  
515.419.6047

**Michelle Bostinelos**  
Executive Director  
Siouxland Interstate Metropolitan Planning Council  
mboastinelos@simpco.org  
712.279.6286

**Lindsay Henderson**  
Community Vitality Director  
City of Webster City  
lhenderson@webstercity.com  
515.832.9151
XI. APPENDIX A – FREQUENTLY ASKED QUESTIONS

Is the IISC partnership for only one year?

The initial IISC partnership contract will last for one academic year (August – May). IISC works hard to ensure that local organizations, schools and colleges are involved in IISC projects, increasing the likelihood that the work completed during IISC’s partnership year will be sustained after the partnership is finished. In addition, IISC is open to working with a partner community beyond the first year in order to maximize the impact of the partnership. In the past, partnerships have been extended for a second year. Work beyond the initial partnership year is subject to IISC capacity and will entail a separate contract.

How many projects are expected to be completed per each community partner throughout the year?

IISC encourages applicants to propose at least 20 – 30 projects in their proposal, with the expectation that at least 10 – 15 projects will come to fruition per community per academic year. Please note that most projects will be one semester long and occur in either the Fall semester (August – December) or Spring semester (January – May), depending on course availability. A few projects may span both semesters, particularly projects related to urban planning or marketing.

Should we propose projects from a variety of academic disciplines?
Yes! IISC approaches sustainability from a holistic perspective, and highly encourages applicants to propose projects from a variety of disciplines, including urban planning, engineering, geoscience, public health, communications and public relations, law, business and marketing, arts and music, and library and information sciences. Additionally, proposing projects across multiple disciplines increases the likely number of projects that IISC staff will be able to match with UI courses, leading to a higher number of projects completed by the end of the partnership.

**Does the University of Iowa have a School of Architecture? Should we propose projects related to architecture and landscape architecture?**

The University of Iowa does not have a School of Architecture. In general, IISC’s ability to complete architectural projects is limited. However, if architectural design elements exist in a project related to urban planning or engineering, IISC may have the capability to complete these projects and encourages applicants to include them in their proposed projects. If IISC cannot address these portions of the project, we will work with community partners to evolve the goals of the project and assist communities in making connections with faculty and staff in the University of Iowa and Iowa State University who may have the capacity to do so.

**I’m a small community and I’m concerned about the financial contribution requirement. If we have little or no money to contribute, should we apply?**

Yes! The financial contribution is just one factor amongst a variety of factors that are evaluated in choosing an IISC partner community. We also encourage small communities to apply as part of an application through a regional Council of Government, county governments or other regional entities. If you need assistance connecting with regional partners, please contact Travis Kraus at travis-kraus@uiowa.edu and we will provide you with information on your regional entities.

**Where can I get more information on the Iowa Initiative for Sustainable Communities?**

Information on current and past IISC projects can be found at https://outreach.uiowa.edu/communities.