



## **REQUEST FOR PROPOSALS**

City of Burlington  
Community & Economic Development Office (CEDO)  
Burlington Lead Program

The Burlington Lead Program (BLP) is seeking proposals for a new enrollment campaign/strategy. BLP was established in 2004 as part of the City of Burlington's Community & Economic Development Office (CEDO) Housing division and has reduced lead-based paint hazards in nearly 450 Burlington and Winooski homes since its creation. BLP was just re-granted for another 3 years, through November 2017 and is funded by a grant from the U.S. Department of Housing and Urban Development (HUD) to provide information, technical services, and financial assistance for Burlington and Winooski residents to address lead-based paint hazards. Burlington and Winooski have over 12,000 homes built before 1978 (the year lead was banned as an additive in residential paint) which may potentially have lead-based paint hazards.

### **Goals of the Burlington Lead Program**

- Reduce lead poisoning among Burlington and Winooski children under age 6
- Reduce lead paint hazards in owner-occupied homes and rental units
- Perform priority interventions in the homes of lead poisoned children
- Conduct public education to raise awareness about lead paint hazards
- To promote safe and effective methods of reducing lead paint hazards and to promote lead safe work practices
- To provide technical and financial assistance to homeowners, landlords, and nonprofit agencies to reduce lead hazards in housing

BLP is seeking proposals for the development of a marketing/enrollment strategy that will enable us to reach our production benchmarks. In addition, the enrollment strategy should focus enrollment efforts on homes with children under the age of six, expectant parents and/or New American families.

More information about our program, goals and enrollment may be found at our website: [www.burlingtonleadprogram.org](http://www.burlingtonleadprogram.org)

### **Proposals must include the following:**

- Resume or description of organization indicating qualifications to undertake this specific project
- Description of approach to the development of the enrollment strategy. Include a description of the deliverables and timeline
- Pricing for the development of the enrollment strategy
- Samples of marketing materials for similar projects
- Pricing for development of marketing materials (quote with and without printing costs)
- At least three references for similar projects

**Proposals are due to Lauren Pyatt by 4:00pm Friday, February 6 at the Community & Economic Development Office (CEDO), 149 Church St., City Hall, Room 32, Burlington, VT 05401 or by email to [lpatt@burlingtonvt.gov](mailto:lpatt@burlingtonvt.gov) Please call Lauren with any questions at 802.865.5323**