



Takoma Park City Council Meeting – February 12, 2020 Agenda Item 2

Work Session

Recreation Center Community Engagement Request for Proposals

Recommended Council Action

Receive an update on proposals received in response to the Recreation Center community engagement Request for Proposals

Context with Key Issues

The City of Takoma Park budgeted funds to engage a firm to implement a robust community engagement process for the redevelopment of the Takoma Park Recreation Center. The primary objective of this effort is to begin an equitable community engagement process that educates the residents of Takoma Park on the development process and captures the informed needs and preferences for the redevelopment project so that the City can implement a collaborative process as this site is redeveloped. It is imperative that the process is inclusive and values the diversity of input from all City residents, especially residents living within close proximity of the future redevelopment site.

A Request for Proposals (RFP) was issued December 20, 2019. Five proposals were received by the deadline date of January 31, 2020. The proposals will be reviewed by a staff review panel and its recommendation will be shared with the City Council at this work session. An ordinance authorizing award of a contract will be considered by the Council at the February 19, 2020 City Council meeting. The following firms submitted proposals:

1. Enterprise Advisors is a mission-based consultancy, working with partners to raise up new ideas and standards to cultivate more inclusive and equitable communities. They support local partners in addressing their most pressing community development challenges—from fair and affordable housing, and civic engagement, to inclusive socio-economic development, housing strategy and implementation, and public housing revisioning—by leveraging national expertise and Enterprise's extensive networks across the nation.
2. Philliber Research and Evaluation is an independent research and evaluation firm specializing in needs assessments, community engagement activities, implementation and impact-based evaluations, and planning services. Founded in 1987, they have partnered with hundreds of programs across the United States and abroad. They serve human service organizations, funding sources for not-for-profit organizations, arts and cultural institutions, and other firms and businesses seeking to improve organizational effectiveness.
3. Greater Good Studio uses human-centered design to advance equity for marginalized people and groups. While human-centered design was first codified and applied to private sector business challenges, Greater Good Studio has spent nearly a decade applying, adapting, and refining it for the social sector. Greater Good Studio works exclusively with governments, nonprofits, foundations, and social enterprises to understand and undermine root causes of oppression and social injustice. They develop creative methods to learn from those who have contextual

expertise, have a stake in the outcome, and are impacted by the problem at hand. Specifically, Greater Good Studios will proactively identify, collaborate with, and elevate historically-marginalized and underrepresented voices in all of their projects.

4. LINK Strategic Partners believes that fostering open conversation is essential to positive community engagement. The core of the LINK community engagement philosophy is to empower stakeholders to engage with planning the future of their communities when and where they feel most comfortable. They combine high-touch and high-tech approaches to help people from all walks of life and comfort levels access our engagement processes in fruitful and meaningful ways. Their approaches are anchored by tools to help their clients capture community input, make informed and collaborative decisions, and engage stakeholders and community members after decisions are made to ensure everyone knows how their feedback played a role in determining the future of their communities.
5. Brick & Story's mission focuses on telling the stories of the built environment in creative and authentic ways and, in doing so, helping to build bridges across racial, socio-economic, and geographic lines that foster open dialogues and inclusive spaces. Crafted from an expertise in urban planning, architecture, housing, and community development, Brick & Story recognizes that built spaces directly impact human interactions and works to design creative and collaborative solutions through effective storytelling to promote thoughtful and meaningful communications within communities.

Council Priority

The Recreation Center community engagement process supports the Council Priorities of:

- Engaged, Responsive, and Service-oriented Government
- Community Development for an Improved & Equitable Quality of Life
- A Livable Community for All

Environmental Considerations

The selected firm will adhere to all Council approved environmental and sustainability requirements.

Fiscal Considerations

This community engagement consultant is budgeted in the FY20 Economic Development budget. The resulting contract will cost up to \$75,000. City staff time will be spent to manage the contract and resulting engagement process.

Racial Equity Considerations

The RFP requests firms that have experience creating equitable community engagement processes and emphasizes a diversity of input from residents.

Attachments and Links

- [Recreation Center Community Engagement RFP webpage](#)