



## Takoma Park City Council Meeting – March 4, 2020 Agenda Item 4

### Work Session

Single Reading Ordinance Awarding a Contract for a Community Engagement Process for the Redevelopment of the Takoma Park Recreation Center

### Recommended Council Action

Consider the Ordinance authorizing retention of a community engagement firm.

### Context with Key Issues

The City of Takoma Park will 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 and collaborative community engagement process that educates the residents of Takoma Park on the development process and captures the informed needs and preferences for the Recreation Center redevelopment project. \$75,000 was committed in the FY19-20 budget to engage a firm to create a process that is inclusive and values a 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 following firms submitted proposals that were reviewed by an internal staff review team of 7 people.

Company	Proposal Cost
1. Brick & Story LLC	\$69,980
2. Enterprise Advisors	\$74,969
3. Greater Good Studio	\$74,890
4. LINK Strategic Partners	\$75,000
5. Philliber Research & Evaluation	\$72,967

Of the five proposals, staff recommends the retention of Brick & Story LLC to execute the Community Engagement Process for the Takoma Park Recreation Center. 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. The firm includes expertise in urban planning, architecture, housing, and community development.

The Review Team was particularly impressed by the creativity of the firm's engagement activities, approach to reaching diverse populations that have not traditionally been included in the discourse or engagement of the City government, and the in-house cultural competency and language capabilities in Spanish, Amharic, and French. Additionally, the firm has familiarity with Takoma Park and executed challenging engagement processes in neighboring jurisdictions.

Approved by: Suzanne Ludlow, City Manager

Prepared by: Samira Cook Gaines, Economic Development Manager

Posted 2020-02-26

**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 included in the FY20 Economic Development budget for \$75,000. The total fee proposed by Brick & Story LLC is \$69,980. City staff time will also be spent to manage the contract and resulting engagement process.

**Racial Equity Considerations**

Brick & Story LLC is experienced in executing inclusive community engagement processes and has proposed to commit a team of culturally competent staff that includes team members that speak Spanish, Amharic, French, and English.

**Attachments and Links**

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

Introduced by:

Single Reading

**CITY OF TAKOMA PARK, MARYLAND**

**ORDINANCE NO. 2020-**

**AUTHORIZING EXECUTION OF A CONTRACT FOR SERVICES TO CONDUCT A  
COMMUNITY ENGAGEMENT PROCESS FOR THE REDEVELOPMENT OF THE  
TAKOMA PARK RECREATION CENTER**

WHEREAS, the City of Takoma Park will engage a firm to implement a robust community engagement process for the redevelopment of the Takoma Park Recreation Center; and

WHEREAS, 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 the site is redeveloped; and

WHEREAS, a Request for Proposals (RFP) was issued December 20, 2019 and five proposals were received by the deadline; and

WHEREAS, staff recommends the retention of Brick & Story LLC to execute the Community Engagement Process for the Takoma Park Recreation Center.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT the City Manager is hereby authorized to enter into a one-year contract with Brick & Story LLC for said services in an amount up to \$75,000.

Adopted by the Council of the City of Takoma Park, Maryland this \_\_\_\_ day of \_\_\_\_\_, 2020 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: