

REQUEST FOR Qualifications
FOR
Community Engagement and Outreach Services to inform the
Emerald Necklace Trail Master Plan and
McCoys Creek Restoration Plan

April 25, 2018

Groundwork Jacksonville is interested in hiring a consultant to lead its community engagement efforts through October 2018. It has two projects where community engagement is essential.

Trail Master Plan

Groundwork Jacksonville (GWJax) has engaged the PATH Foundation to develop the trail master plan. PATH will work with a steering committee whose members are selected by GWJax. GWJax also is forming a Neighborhood Working Group (NWG) whose members will select up to six (6) people who will represent the NWG on the steering committee. Forty-two organizations were invited to attend the first meeting of the NWG on May 10, 2018. These 42 groups are located within the Emerald Necklace's geographic area. Please see attached map of proposed trail.

The consultant will work and build relationships with these groups in between the monthly NWG meetings by attending/presenting at neighborhood organizations' regularly scheduled meetings. The consultant will identify additional groups GWJax may want engage. The consultant also will conduct outreach to residents and stakeholders in neighborhoods that do not have an organization to encourage their participation in the planning process.

There will be five NWG meetings and four steering committee meetings during the development of the trail master plan. The representatives chosen by the NWG will serve as links between NWG and the steering committee, sharing and gathering information both ways between meetings. The first steering committee meeting will be May 22, 2018. There also will be one public meeting midway through the six-month planning process.

McCoys Creek Restoration Plan

GWJax is hiring a firm to develop a restoration plan for McCoys Creek. GWJax wants to work with residents and businesses along the creek to learn about the creek's history, understand its impact on the adjacent neighborhoods, and gather ideas for how they'd like to use the creek and surrounding land and parks. The neighborhoods involved in this project include Lackawanna, Robinson's Addition, Mixon Town, and Brooklyn, as well as the Rail Yard District. See attached map that outlines the project scope.

Background

Groundwork is a partnership with Groundwork USA, the Environmental Protection Agency and the National Park Service. Groundwork Jacksonville, a 501(c) 3, is one of 20 trusts within the Groundwork USA network and was created in the fall of 2014 specifically to remediate and restore Hogans and McCoys Creeks as the two water bodies that encompass the "Emerald Necklace" and the adjacent land. The Emerald Necklace is envisioned as a greenway that connects the two creeks to each other, the adjacent 14 urban neighborhoods, downtown and the St. Johns River. Ultimately, restoration will include flood mitigation, creek and habitat restoration, improved water quality, park development,

bike/pedestrian trails, art and more, providing recreational, cultural, environmental, and transit amenities accessible to all.

GWJax's core mission is to build capacity for approaches to urban resilience that are shaped and led by community-based organizations, and in which advancing social equity and building social cohesion and capital are central goals. It is dedicated to making sure that proposed projects and solutions are as green as possible, and explicitly protect social as well as ecological sustainability.

Envisioned Scope of Services

The overarching goal in hiring a community engagement consultant is to help GWJax begin to develop long-term relationships with stakeholders throughout the neighborhoods surrounding the Emerald Necklace, cultivating them as partners in the development of this new community asset. The short-term goal during the duration of the project is to connect and engage with the residents to get input on the Trail Master Plan and the McCoys Creek Restoration Plan, which will feed into the larger Emerald Necklace vision over time. GWJax intends to hire a full-time community engagement coordinator no later than the beginning of 2019. With these goals in mind the consultant will have the following responsibilities:

- Attend, coordinate, and help facilitate the monthly NWG meetings.
- Attend neighborhood organization meetings to gather information and make presentations about GWJax projects and updates.
- Attend a bi-weekly meeting with GWJax staff to discuss completed and planned activities.
- Take meeting notes from the NWG meetings and disseminate them to neighborhood groups and the steering committee.
- Conduct community outreach to residents and business owners in neighborhoods where an organization does not exist.
- Identify and cultivate additional potential community partnership opportunities for GWJax.
- Help GWJax identify and remove barriers to participation for culturally and economically diverse communities.
- Create and implement a communication plan (to include word of mouth, flyering, talk radio, social media, and more) to engage and inform Emerald Necklace residents and stakeholders.
- Maintain accurate records and prepare a monthly report to GWJax.

Submittal Requirements

Responses should include the following information:

1. **A cover letter describing qualifications and similar experience:** Provide brief descriptions of similar contracts, work experience or projects currently in process or performed within the last five years.
 - a. Include neighborhoods and organizations you have worked with previously.
 - b. Describe the kind of engagement and outreach you performed with these groups.
 - c. Describe the goal of the project and how the goal was met.
2. **Resume:** Provide a resume.
3. **References:** Provide the name, phone number and email address of two references familiar with the quality of your community engagement work.

4. **Project Approach/Management:** Prepare a one-page document that outlines how you will approach this community engagement work, what are some strategies you may employ, and what types of activities you'd contemplate.

Submittals and questions concerning this RFQ should be directed to the contact listed below. Any amendments to this RFQ will be made in writing and distributed. Responses may be mailed or emailed and should be received by **4 p.m. on May 4, 2018.**

Kay Ehas
kay@groundworkjacksonville.org
Groundwork Jacksonville, Inc.
P. O. Box 13295
Jacksonville, FL 32206
(904)401-0453

Selection Process and Criteria

GWJax will evaluate all submittals received in accordance with the provisions of this RFQ.

Selection will be based on the proposal information provided, similar experience, and/or reference checks. Criteria for selection will include but not be limited to the following (in no order):

- Relevant experience, expertise and qualifications
- Similar experience in community engagement
- Reference check and performance on similar projects
- Project management approach and process

Groundwork Jacksonville reserves the right to obtain clarification or additional information regarding any point in a qualification package. All consultants who submit a qualification package will be notified when a final selection has been determined.

GWJax reserves the right to reject any or all responses to the RFQ, to advertise for new RFQ responses, or to take any action that is in the best interest of the organization. GWJax reserves the right to waive technicalities or formalities and to base the selection solely on the organization's needs.

Anticipated Schedule

The anticipated schedule for selecting a consultant is presented below:

- Posting of RFQ April 25, 2018
- Deadline to submit questions 4 p.m. (EST) April 30, 2018
- Posting/distribution of RFQ clarification (if any) 4 p.m. (EST) May 1, 2018
- **Statement of Qualifications DUE 4 p.m. (EST) May 4, 2018**
- Selection notification May 9, 2018

Groundwork USA is an equal opportunity employer, committed to maintaining and growing a diverse team, and an anti-racist organization committed to doing business in keeping with core values of relevance, equity, diversity and inclusion. Applications from professionals of color are strongly encouraged.