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CITY PLANNING
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May 3, 2023

TASK ORDER SOLICITATION

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Community Outreach and Engagement for Health and Environmental Justice Land Use Policy Development

The City of Los Angeles Department of City Planning (DCP) is requesting proposals for a qualified consultant(s) to facilitate creative engagement and communications that support health and environmental justice land use policy development.

This Task Order Solicitation (TOS) is only for pre-qualified on-call consultants for Public Engagement from the 2019 Request for Qualifications (RFQ) on Planning & Urban Design, Marketing & Strategic Communications, and Public Engagement (LARAMP ID# 37847). Only those firms qualified for the service category of *Public Engagement Services* are eligible to participate in this TOS process.

1. PROJECT DESCRIPTION

The Health, Equity, and Wellness Element of the General Plan, also called “The Plan for a Healthy Los Angeles” or “Health Element,” serves as the primary location of goals and policies linking land use in Los Angeles to health, wellbeing, equity, and environmental justice, with an emphasis on meeting the needs of vulnerable communities. The Health Element was the product of an extensive community engagement process that included a Community Advisory Committee, a Technical Advisory Committee, an Expert Panel, and participation by hundreds of Angelenos at dozens of workshops, neighborhood council meetings, events, and health fairs.

A Community Advisory Committee was created to inform the development of the Health Element which was first adopted in 2015. The Committee was composed of over 40 representatives from community-based organizations and business groups that work on issues related to community health throughout the City of Los Angeles. DCP is seeking to re-activate this group while also expanding its membership to include additional stakeholders in the environmental justice field. The Environmental Justice Community Advisory Committee (EJ-CAC) will serve in an advisory capacity to review and develop environmental justice policy and to augment related outreach and engagement efforts through a consultant managed Community Partners Program.

DCP is currently analyzing and conducting a review of existing health and environmental justice policies and programs in the City’s General Plan to identify opportunities to better integrate environmental justice and prioritize programs for implementation. A critical aspect of this work is a comprehensive and culturally competent public engagement and outreach process that will build on previous successes. DCP will consult with the EJ-CAC on various topics, such as outreach strategies, proposed policies, and program development.

DCP's environmental justice work program includes funding for a Community Partners Program. Emerging best practice is to compensate community members and organizations for their participation in time-consuming City processes, as well as fund community organizations to amplify outreach and engagement efforts. This model of engagement is envisioned to shape the DCP's environmental justice efforts over a period of many years, starting with an initial two-year environmental justice policy program.

2. PROJECT SCOPE OF WORK

In consultation with DCP staff, the Consultant will develop and implement a comprehensive and culturally competent public engagement and outreach strategy to facilitate DCP health and environmental justice policy related efforts. Most tasks and deliverables for this request involve developing supportive tools and materials, funding, and managing community-based organizations. Public feedback and participation will likely lead to the update of one or more General Plan elements, including the Health Element. DCP is also currently engaged in developing a Climate Vulnerability Assessment (CVA) which will integrate a social vulnerability analysis that meaningfully engages the most burdened communities by climate hazards. The consultant team shall strive to identify and enact efficiencies to leverage existing city efforts.

Task 1: Project Initiation and Administration Protocols

The Consultant will develop and implement a framework, timeline, and protocols for effective project management.

Anticipated Task 1 Deliverables:

1. Kickoff Meeting with City Team - The Consultant will prepare for and facilitate a project kick-off meeting with the City to clarify the project goals and objectives, finalize the work plan and schedule, identify lines of communication and decision making, and address other logistical and administration issues including document access, storage, and management.
2. Draft work plan with consideration to the factors listed above but can include additional elements (.pdf and .doc/.docx)
3. Final work plan after incorporating City comments (.pdf and .doc/.docx)
4. Meeting agendas and minutes
5. Calls and ongoing email correspondence with City Team as needed

Task 2: Community Partners Program – Phase 1

This task should be focused on collecting initial feedback on DCP environmental justice policies, programs, and/or other recommendations. Leveraging existing City efforts as described previously, the Consultant will manage a Community Partners Program. The Consultant will subcontract with community-based organizations and other nonprofits to participate as Community Partners to conduct the community outreach and engagement required for the EJ Program. The organizational members of the EJ-CAC and any additional groups as identified will be invited to apply to the Program. Each of the Community Partners will be expected to designate a staff member for this work and provide quarterly reporting detailing outreach support, such as the number of individuals reached, materials distributed, and attendance at community events and virtual/in-person meetings convened on behalf of DCP. Outreach activities can include, but not be limited to: key stakeholder interviews; focus groups; educational virtual and in-person charrettes; poster sessions; surveys; digital, mail, and/or telephone polling; webinars or workshops; information booths at community events; and/or distribution of digital and/or print assets. A special focus on methods of dissemination of materials to individuals without digital access

or facing other unique life circumstances would be highly valued, including physical material distribution, 'street teams' that table at prominent community locations, and/or phone banking. Additionally, priorities for funded activities include areas of the City that are identified to be in a census tract considered disadvantaged per CalEnviroScreen. The Consultant will attend EJ-CAC meetings and present on draft outreach plans, materials and progress, as needed.

The Consultant will manage key aspects of the community partnership program which should include, but are not limited to, the following:

- Community Partners Program Scoping. Draft the program scope, set program guidelines and selection criteria, establish a list of potential participating organizations.
- Community Partner Program Administration and Management. Establish a funding mechanism to compensate community partners and define contract administration protocol. The Consultant may choose to subcontract with a known trusted partner with the capacity to manage grant award contracts and administer payments to community partners under the guidance and supervision of the lead contractor and firm.
- Community Partner Program Facilitation. Provide culturally competent and relevant facilitation and engagement training and/or technical support by developing relevant curriculum, instruments, marketing, and language access plans to support partner organizations. The Consultant may choose to subcontract with a known trusted partner to administer technical support services.
- Community Partner Program Evaluation. Analyze all data and input collected by community partners and provide visually compelling findings.

Anticipated Task 2 Deliverables:

1. Community Partners Phase 1 Draft Program Proposal (.pdf and .doc/.docx)
2. Community Partners Phase 1 Revised Program Proposal after incorporating City comments (.pdf and .doc/.docx)
3. Community Partners Phase 1 Program Implementation
4. Community Partners Phase 1 Program Progress Reports (.pdf and .doc/.docx)
5. Community Partners Phase 1 Program Draft Report (.pdf and .doc/.docx)
6. Community Partners Phase 1 Program Final Report after incorporating City comments (.pdf and .doc/.docx)
7. Obtain, secure, and share an environmental justice interested parties list, complete with the names, email addresses, zip codes, and organizational affiliation, when available. This list should include within the vicinity of 10,000 unique email addresses, consisting of individuals that either reside or work within the City across all of the geographic neighborhoods. The City will also host any needed sign-up forms on its website. (.pdf and .xls/.xlsx)
8. Community Partners Phase 1 Program Executive Summary (.pdf and .doc/.docx), also translated into Spanish
9. Meeting agendas and minutes
10. Calls and ongoing email correspondence with City Team as needed
11. Attend and present at quarterly Community Advisory Committee Meetings as needed

Task 3: Community Partners Program – Phase 2

Upon the conclusion of Task 2, DCP will begin drafting policies, programs, and/or other recommendations informed by outreach and engagement activities. Task 3 is the second

phase of the Community Partners Program. All anticipated deliverables reflect a similar structure.

This task should be focused on collecting follow-up feedback on DCP environmental justice draft policies, programs, and/or other recommendations.

Anticipated Task 3 Deliverables:

1. Community Partners Phase 2 Draft Program Proposal (.pdf and .doc/.docx)
2. Community Partners Phase 2 Revised Program Proposal after incorporating City comments (.pdf and .doc/.docx)
3. Community Partners Phase 2 Program Implementation
4. Community Partners Phase 2 Program Progress Reports (.pdf and .doc/.docx)
5. Community Partners Phase 2 Program Draft Report (.pdf and .doc/.docx)
6. Community Partners Phase 2 Program Final Report after incorporating City comments (.pdf and .doc/.docx)
7. Community Partners Phase 2 Program Executive Summary (.pdf and .doc/.docx), also translated into Spanish
8. Meeting agendas and minutes
9. Calls and ongoing email correspondence with City Team as needed
10. Attend and present at quarterly Community Advisory Committee Meetings as needed

3. PROJECT SCHEDULE

The project will commence upon issuance of a Notice to Proceed (NTP). Phase 1 outreach and engagement activities are expected to launch Summer 2023. These activities will help inform a subsequent phase of DCP activities related to environmental justice policy development which will be followed by Phase 2 of outreach and engagement in Summer of 2024 (tentatively).

4. PROJECT BUDGET

DCP requests that the Consultant provide an itemized budget for the completion of the work outlined in the Scope of Work and Deliverables section below. The bidder should identify what portion of the budget would be necessary to fulfill these tasks and explain assumptions about the scope that can be accomplished within the allotted amount for a given task. Additional or recommended tasks should be itemized and included as optional in the offeror's proposal budget. DCP anticipates that the focus of the budget will be primarily dedicated to Task 2 and Task 3 as it relates to the funding for the Community Partners Program.

5. PROPOSAL REQUIREMENTS AND CONTENTS

Offerors should demonstrate that project personnel and the consultant(s) have the following:

- Consultant(s)'s experience managing projects with a strong public engagement component;
- Familiarity with the diverse land use and regulatory framework unique to the City of Los Angeles;
- Familiarity with the City of Los Angeles General Plan;
- Key team members should include urban planners and community outreach and engagement specialists;
 - Preference will be given to teams with expertise in racial justice, environmental justice, government policy, and community outreach.
- Ability to develop a work plan and meet or exceed project deadlines as outlined in the project schedule;
- Strong writing skills and experience developing subject-related outreach material for diverse audiences;

- Effective communication skills with DCP staff;
- Proven record of submitting project deliverables in a timely manner; and
- Ability to start the project immediately upon award of the NTP.

6. PROPOSAL FORMAT

1. **Introduction:** Summary of the offeror's understanding of project objectives, scope, and tasks.
2. **Technical Capacity and Approach:** A description of the project approach and work plan that the offeror proposes to employ, including key deliverables identified in the scope of work. Within this section the offeror should clarify which tasks are being proposed on – all or selected tasks. Offerors should demonstrate an ability to develop subject-related outreach material for diverse audiences as well as an ability to effectively partner with community-based organizations and implement effective outreach and engagement strategies.
3. **Team Identification and Organization:** Identify the personnel assigned to the project, including subconsultant(s) and tasks assigned to each member. Include the percentage of each team member's availability for this project. Offerors should provide a brief biography and CV/resume for all team members. Include an organizational chart which identifies the responsible project principal, project manager(s), and key personnel and their assignments and responsibilities. Role of interns should be considered in the organizational chart.
4. **Project Management:** Provide information regarding how staff changes and vacancies created over the life of the project will be handled. State how consultant(s) will ensure City approval of replacement staff before any changes are made to the project team. The Project Manager designated for this work and the names of any subcontractors intended to perform any of the tasks should be included in the submitted proposal.
5. **Timeline:** Timeline for the project that addresses the tasks required in the scope of work and project approach as well as project deliverables and meeting dates.
6. **Budget and Fee Schedule:** Provide a budget which clearly shows the amount allocated to both the overall project and how these funds are to be distributed between each task and deliverable. Also include hourly rates and estimated hours for each task. Billings should be tied to project deliverables only and shall not be based on reporting of percentage of task(s) completed monthly. Invoices are paid upon deliverable completion only.

A budget template has been provided. Failure to provide cost by task and deliverable may result in non-consideration of your proposal. Any work that would result in amounts exceeding the provided cost estimates shall require City review and approval in writing from the Director of Planning or their designee. Progress reports shall be submitted with all invoices.

7. **Work Samples:** List similar projects and include at least one set of work products, including those of subconsultant(s), submitted electronically, completed within the last five years that demonstrates experience with projects similar in scope to the work described in this TOS. List may also include current projects for which the consultant is currently under contract for (list should clearly indicate - work underway vs. completed). List should include a link to the website for the project if available. Work samples can be submitted via email as an attachment or an electronic cloud-based storage format (e.g., Dropbox, Google Drive, OneDrive, etc.). Access link(s) and any password(s) for password protected folder(s)/file(s) in the cloud storage shall be emailed to planning.contracts@lacity.org as part of your proposal submission. Note that any information submitted will be available for public review.

7. EVALUATION CRITERIA

The Consultant shall provide responses to this TOS that allow evaluation using the following criteria. Evaluation of the proposals will be weighed as follows:

45% Capability and Availability

- Understands the City's needs and general approach;
- Capability and availability to provide the scope of services and the expertise and experience as it relates to work similar in nature as demonstrated by the solicitation response;
- Demonstrates innovation and effectiveness of the approach to the tasks;
- Availability to complete the work within a reasonable timeframe and ability to lead and manage complex efforts;
- Familiarity with the connection between land use and environmental justice issues;
- Capability of reallocating resources as needed to meet project schedules;
- Capability to work with and coordinate subcontractors; and
- Proposal quality and clarity.

35% Experience and Qualifications

- Experience with projects similar in scope to those detailed in this TOS;
- Experience developing public engagement tools that distill complex information and allow for meaningful engagement;
- Experience developing public engagement tools and plans that reach populations that are representative of City of Los Angeles demographics, including community members that do not regularly engage in planning projects;
- Experience implementing effective strategies to engage bilingual monolingual speaking communities;
- Strong ability to communicate complex concepts to the public;
- Effective communication skills with DCP staff and stakeholders;
- Proven record of submitting project deliverables on time and on budget;
- Local presence in the Los Angeles region;
- Knowledge of recent City of Los Angeles and State legislation related to the General Plan; and
- Knowledge and understanding of the diverse needs in the City.

20% Value

- Realistic cost for services to be performed including billing rate; costs for previous projects of commensurate size and scope will be reviewed;
- Record of completing projects similar in scope within budget; and
- Realistic total time allocated to the project; percent of Principal's time dedicated to project management responsibility and project oversight will be reviewed.

8. EVALUATION PROCESS AND SELECTION

Proposals will be evaluated by a Proposal Evaluation Committee (PEC) based on the selection criteria as stated above. DCP reserves the right to interview firms to further evaluate qualifications. DCP may choose not to hire the lowest offeror and may select the offeror who best fulfills the needs of the project according to DCP's discretion. The evaluation criteria will allow the DCP to examine the qualifications of the Consultant(s), the proposed staff, and the ability to meet the program needs described in the Scope of Work.

The City reserves the right to reject any and all proposals.

This TOS is not an authorization to start work. An NTP will be issued to authorize the start of work when your firm has been selected and your fee proposal has been accepted.

9. SUBMISSION DEADLINE AND CONTRACT ADMINISTRATOR

Please submit your signed proposal electronically to planning.contracts@lacity.org.

Please submit your proposal no later than 2:00 PM (PT) on May 31, 2023. No proposals will be accepted after this date and time. The emailed proposals subject line should be clearly titled **“Community Engagement for Environmental Justice Land Use Policy Development Submission.”**

Proposals not received by the deadline will be deemed unresponsive and will be disqualified.


Timely submission of the proposal is the sole responsibility of the offeror. No fax or physical versions will be accepted. All proposals become the property of the City of Los Angeles.

Should DCP choose to conduct interviews, consultant(s) will be notified by mail or email of the date and time. Therefore, please include the Project Manager's full contact information for this project, including phone number and email address.

Should you have any questions regarding this TOS, please contact Lauren Ross at (213) 978-1201 or lauren.ross@lacity.org.

Sincerely,

VINCENT P. BERTONI, AICP
Director of Planning

 for

TIFFANY BUTLER
Senior Management Analyst II

VPB/TB:jv/lr/fi

Budget Template - Community Outreach and Engagement for Health and Environmental Justice Land Use Policy
Development

TASK NO.	TASK NAME	BUDGET	DELIVERABLE
1	Project Initiation and Administration Protocols		Kickoff Meeting with City Team - The Consultant will prepare for and facilitate a project kick-off meeting with the City to clarify the project goals and objectives, finalize the work plan and schedule, identify lines of communication and decision making, and address other logistical and administration issues including document access, storage, and management
		\$	Draft work plan with consideration to the factors listed above but can include additional elements (.pdf and .doc/.docx)
		\$	Final work plan after incorporating City comments (.pdf and .doc/.docx)
		\$	Meeting agendas and minutes
		\$	Calls and ongoing email correspondence with City Team as needed
Total Task 1			\$0.00
2	Community Partners Program – Phase 1	\$	Community Partners Phase 1 Draft Program Proposal (.pdf and .doc/.docx)
		\$	Community Partners Phase 1 Revised Program Proposal after incorporating City comments (.pdf and .doc/.docx)
		\$	Community Partners Phase 1 Program Implementation
		\$	Community Partners Phase 1 Program Progress Reports (.pdf and .doc/.docx)
		\$	Community Partners Phase 1 Program Draft Report (.pdf and .doc/.docx)
		\$	Community Partners Phase 1 Program Final Report after incorporating City comments (.pdf and .doc/.docx)
		\$	Obtain, secure, and share an environmental justice interested parties list, complete with the names, email addresses, zip codes, and organizational affiliation, when available. This list should include within the vicinity of 10,000 unique email addresses, consisting of individuals that either reside or work within the City across all of the geographic neighborhoods. The City will also host any needed sign-up forms on its website. (.pdf and .xls/.xlsx)
		\$	Community Partners Phase 1 Program Executive Summary (.pdf and .doc/.docx), also translated into Spanish
		\$	Meeting agendas and minutes
		\$	Calls and ongoing email correspondence with City Team as needed
		\$	Attend and present at quarterly Community Advisory Committee Meetings as needed
Total Task 2			\$0.00
3	Community Partners Program – Phase 2	\$	Community Partners Phase 2 Draft Program Proposal (.pdf and .doc/.docx)
		\$	Community Partners Phase 2 Revised Program Proposal after incorporating City comments (.pdf and .doc/.docx)
		\$	Community Partners Phase 2 Program Implementation
		\$	Community Partners Phase 2 Program Progress Reports (.pdf and .doc/.docx)
		\$	Community Partners Phase 2 Program Draft Report (.pdf and .doc/.docx)
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		\$	Meeting agendas and minutes
		\$	Calls and ongoing email correspondence with City Team as needed
		\$	Attend and present at quarterly Community Advisory Committee Meetings as needed
Total Task 3			\$0.00
TOTAL PROJECT COSTS			\$0.00