

QUESTIONS AND ANSWERS
RFP # 13-009-12
Capacity Building Community Engagement and Recreational Use
Campaign

**Questions: Capacity Building, Community Engagement and
Recreational Use Campaign, RFP # 13-009-12**

How do these RFP requirements differ? See page 25.

C. Proposal Format

2. Comprehensive Response (Minimum Requirements and Services Required):
 - b. Detail of how the respondent is qualified to provide the services required.

and

4. Experience of the Respondent: “A sufficient description of the experience and knowledge base of the proposer to show the proposer’s capabilities should be included in the proposal.”
 - c. A general description of the proposer’s experience and background in providing services similar to the Services requested herein;

The difference is in the level of detail. Section C.2.b asks for detail on how the respondent is qualified to perform the scope of work for this project described in the RFP. Section C.4.c asks for a general description of the proposer’s experience and background providing similar services.

1. In several places throughout the RFP, including sections VII.B. and X.4.-5., the document refers to "capacity building." Can you expand on how you define "capacity" for the purposes of this project?
2. What is the overall annual budget for this contract?

Answer, Question #1

We expect to develop a foundation for greater capacity to involve the public in planning processes. For the purpose of this project, capacity building means to equip community members with knowledge, skills, and understanding relative to more engaged participation in public planning processes and to equip consortium members with knowledge, skills, and understanding relative to how to better tailor public planning processes to achieve more active public participation. This process is expected to result in

increased engagement in the greenprint plan, as well as other public planning processes in the region.

Answer Question #2

We do not discuss budgets for projects.

In reference to Section X (1.) PG 12 Services Required

- Are other forms of community input collection allowed, encouraged and budgeted for? Including but not limited to; esurveys, live polling, infield surveying and mobile kiosks.

There will be other forms of collecting community input during the planning process, however this is the responsibility of the Greenprint Master Planning Consultant, not the contractor hired through this RFP. The contractor hired for RFP #13-009-12 is focused on capacity building through engaging social equity populations (defined as low-income, minority, and rural populations within the study area) and consortium members for the purpose of developing participation in the greenprint planning process and creating a foundation for greater participation in planning processes throughout the region in the future.

In reference to Section X (2.) PG 12 Services Required

- Will the Capacity Building Consultant be responsible for site selection, notice placement and scheduling of the public meetings in addition to ensuring engagement and attendance of community members?

Site selection, notice placement, and scheduling of public meetings will be handled by the Greenprint Master Planning Consultant and Memphis and Shelby County Office of Sustainability. With regard to public meetings, the primary responsibility of the Capacity Building Consultant is ensuring engagement and attendance of community members.

- Is there required coordination with the Visioning Consultant related to scheduling outreach and community input sessions? Specifically will visioning sessions be open to nonworking group participants that would be potential outreach targets?

Visioning will be conducted with the consortium (working group participants) and with the community at large in public meetings and through other forms of public outreach. Scheduling of community input sessions will be handled by the Greenprint Master Planning Consultant and Memphis and Shelby County Office of Sustainability.

In reference to Section X (3.) PG 12 Services Required

- What is the existing baseline for all percentage increase including membership, meeting participation and community engagement?

To date, we have 30 signed consortium agreements. There were 85 individuals who attended the first consortium meeting. No public meetings have been held.

- Are there specific benchmarks for participation in public meetings?
- Are there specific benchmarks for the number of community members reached?
- Are there specific benchmarks for the number of community associations/groups reached?

Not yet defined. Benchmarks and goals regarding items such as this will be developed within the Social Equity working group. Please note, jurisdictions represented is another participation metric that will be counted.

In reference to Section X (4. & 5.) PG 12-->(J13 Services Required

- Will the Capacity Building Consultant be providing training and ongoing capacity building to community groups on how to get and stay involved in the Green Print plan or solely providing training and ongoing capacity building to the working groups?

Both. One outcome we expect from this planning process is to create a framework for regional planning going forward. Part of that outcome is developing a foundation for greater capacity to involve the public in planning processes. The Capacity Building consultant will work to build the public's understanding and capacity for being active participants in planning processes, through engagement in the greenprint plan, and consortium members' capacity to effectively engage the public.

- Please clarify the primary role of the Social Equity Working Group (SEWG) in relation to the Capacity Building Consultant. Specifically:
 - Will the SEWG act as a liaison between the other working groups and the executive committee and the Capacity Building Consultant?

The Social Equity working group will act as a liaison between the Capacity Building consultant and the Consortium. This working group will be primarily involved in assisting the Capacity Building consultant with the development of goals, benchmarks, and metrics regarding participation and outreach, as well as identifying populations to reach in the planning process and applicable strategies.

In reference to Section X (6.) PG 13 Services Required

- Is there an advertising/outreach budget for promotion of the Green Print Plan related to the public outreach campaign? What does this budget include? How much is allocated?

There is an overall budget for this contract award. All expenses will be included within.

- What branding and/or collateral material already exists for the Green Print plan?

Very little, as this process is in the beginning phase. However, branding and communications materials should be developed in the near future as the Greenprint master planning consultant is brought on board and the process begins to start.

- What research is available for the Capacity Building Consultant to pull from for the development of outreach tools and marketing materials?

This should be compiled and developed with consortium partners in the working groups named in this task in the RFP (Social Equity, Parks and Greenways, Alternative Transportation and Fuels, and Community Health and Wellness).

In reference to Section X (6.) PG 13 Services Required Bullet (#5)

- Is there an existing monitoring system in place to track increased usage of greenways? If yes, what?
- Is there a baseline usage number to be used for tracking purposes?

No existing monitoring system, but some baseline usage data exists. The selected Capacity Building consultant may review this data and consider conducting further analysis to estimate a baseline.

In reference to Section X (6.) PG 13 Services Required Second to Last Paragraph

- Are there specific goals for the number of low income minority and rural constituents to be reached?
- Is there a percentage of non low income, minority and rural constituents that should also be reached in this process?

Not yet defined. Benchmarks and goals regarding items such as this will be developed within the Social Equity working group.

In reference to Section XIII (A.) PG 24 Proposal Evaluation and Selection

- Who are the members of the RFP Ad Hoc review team?

Names of RFP review team will not be public until the review process has been completed.

NOTE: Questions are in black and answers are in red.