



Scope of Services Equity Expertise for Small Area Plans

1 Introduction

The District of Columbia Office of Planning (OP) seeks proposals for equity expertise for Small Area Plans. OP seeks the professional services of a highly qualified consulting firm or team of firms (Contractor) to perform work in the area of racial and social equity consulting. The Contractor must demonstrate a track record in: analysis; public education; identifying inequitable outcomes and civic processes and developing strategies to address them; and the ability and capacity to complete tasks and deliver work products within the defined schedule. The Contractor should demonstrate familiarity with historic causes of inequitable land use and planning policy, as well as present day inequitable approaches.

2 Background

OP is responsible for the District's city planning functions, including: maintaining, updating, and monitoring implementation of the District's Comprehensive Plan, which sets forth a 20-year vision and blueprint that guides land use and programmatic decision-making for development in the District; Small Area Plans and studies that supplement the Comprehensive Plan; providing detailed guidance tailored to address specific needs of neighborhoods and transportation corridors; strategies targeting citywide issues such as retail and the creative economy; zoning as a fundamental land use policy implementation tool; and system plans in partnership with sister agencies. The role of OP is to be the steward of these plans, ensuring that development within the District is in line with these plans and with District policies and priorities. Additionally, owing to the District's city-state structure, the Office of the State Historic Preservation Officer (SHPO) and the State Data Center are located within OP, and are responsible for all historic preservation regulatory and policy-making functions, and for demographic forecasts and other growth projections, respectively.

Project Background

Small Area Plans (SAPs) cover defined geographic areas that require more focused direction than the Comprehensive Plan. The intent of such plans are to guide long-range planning and development that supports and improves neighborhoods, achieves District-wide goals, and attains economic and community benefits. SAPs entail significant community outreach and engagement, to both communicate the goals and milestones of the planning process as well as provide opportunities for community dialogue on important topics of the plan. The Office of Planning is in the process of developing a new series of SAPs, which place an emphasis on recovery, equity, and housing affordability.

3 Scope Of Work

OP is undertaking three planning processes: 1) Chevy Chase, 2) Pennsylvania Ave SE, and 3) Congress Heights. These SAPs will be centered around three main themes from the Comprehensive Plan Update: 1) COVID-19 Response and Recovery, 2) Housing, and 3) Equity and Racial Justice. The Contractor shall provide organizational education, analysis, and equity evaluation for one or more of these plans. In addition, the Contractor will participate in stakeholder processes that combine community capacity building and recommendation development. Contractor contributions should be designed and managed to be fair, transparent, and culturally competent.

The Contractor shall fulfill the following requirements:

1. Provide a project work plan, including a clear schedule for OP's deliverables and resource allocation.
2. Develop two (2) equity training modules, one for project teams and one for public stakeholders. Each of these should be no longer than 1.5 hours long, and should provide the following information:
 - a. Project Teams: Practical application techniques for equitable planning processes that align with
 - b. Public Stakeholders:
3. Develop equity analysis for each of there (3) small area plans and identify priorities for small area plan recommendation development.
 - a. Identify shocks and stressors and impact on the community (including weather events, crime and acts of terrorism, economic downturns and shocks, and WMATA service interruptions). Emphasize health emergency preparedness and response.
 - b. Identify inequities, strengths, risks, and opportunities for the following:
 - i. Community resilience
 - ii. Transportation
 - iii. Food access
 - iv. Public realm
4. Provide feedback on developed recommendations for each small area plan and identify potential adverse effects and inequitable outcomes.

4 Deliverables

- ✓ *Project work plan*
- ✓ *Training module for project teams*
- ✓ *Training module for the general public*
- ✓ *Presentation of training modules*
- ✓ *Memo(s) summarizing feedback for each engagement strategy*
- ✓ *A report summarizing equity analysis and identifying priorities*
- ✓ *Memo(s) summarizing feedback for plan recommendations.*

5 Supporting Documents

Item No.	Document Type	Title, Author, Link	Date
1	Comprehensive Plan	District of Columbia Comprehensive Plan , DC Office of Planning https://planning.dc.gov/page/comprehensive-plan	2006
2	Draft Comprehensive Plan: Framework Element and Equity Crosswalk	District of Columbia Comprehensive Plan Amendment, DC Office of Planning https://plandc.dc.gov	2020
3	Single Family Housing Report	Single-Family Zoning in the District Of Columbia https://plandc.dc.gov/sites/default/files/dc/sites/Comprehensiveplan/007_Single%20Family%20Housing%20Report.pdf	2020
4	Resiliency Plan	Resilient DC: A Strategy to Thrive in the Face of Change https://oca.dc.gov/page/resilient-dc	2019

Important Electronic Document and Map Delivery Standards for OP and its Contractors

The Office of Planning manages spatial information using GIS software from ESRI, and most other data and documents using Microsoft Office 365 Plus for Windows. We use Adobe Creative Cloud 2018.1(CC) for desktop publishing and design. Consultants wishing to exchange maps and data effectively with OP should plan to use ESRI ArcGIS 10.8 or equivalent GIS software. Base mapping data may generally be downloaded directly from <http://opendata.dc.gov>. OP may provide additional base mapping and other data in ESRI geodatabase or shapefile formats; CAD-format data will be provided only for design-related projects or as specified explicitly in the scope of work.

All maps, data, and documents developed for OP must be delivered in acceptable electronic formats. OP prefers maps in ESRI ArcMap or ArcGIS Professional formats; at minimum, spatial information developed for OP should be delivered in ESRI file geodatabase or shapefile formats. Note: key map information must be delivered as geographic features stored in layers; simple graphic elements drawn on a map are not acceptable.) CAD-based maps are acceptable only for design-related projects or as specified explicitly in the scope of work. Highly generalized (“blob”) maps may be delivered in editable graphic formats, but should be derived from OP’s base map information. Maps showing specific location information must be delivered in ESRI ArcGIS-compatible formats.

Other information and documents should be provided in Microsoft Office 365 Plus formats, Adobe Photoshop files using features compatible with Photoshop CC (2018.1), Adobe Illustrator files must be provided in Illustrator CC (2018.1) format, or Adobe InDesign files in CC (2018.1) compatible formats. For Adobe InDesign, deliverables shall be delivered in "package" format together will all required

resources including fonts and linked resources in editable format for InDesign CC (2018.1) and an .idml version of the InDesign document. In all cases, data sets must be delivered with sufficient documentation for OP to be able to assess what they contain and to reuse them in subsequent efforts. Use of data delivered to OP should not be limited by third party license restrictions.

Note that OP routinely posts final documents on its website in Adobe Portable Document Format. The maximum acceptable size for attachments on DC Government websites is 10 megabytes. Contractors should be mindful of this limit when designing their documents, and original Adobe Photoshop and/or Adobe Illustrator files should be delivered together with the Adobe InDesign documents that incorporate them.

Consultants are responsible for printing 5 copies of all required documents and a single copy of all required maps and graphics unless otherwise specified in the scope of work.

All software, database, or website development tasks and any use of non-standard graphics or presentation software must be reviewed by the OP Chief Information Officer. Any cloud-based service use must be reviewed and approved in advance by the OP Chief Information Officer, and administrative control of any cloud-based services procured on OP's behalf shall be transferred to the OP Chief Information Officer, including administrative control of any domain names established for the Office of Planning. Products hosted on any service controlled by or within an account in the name of a contractor shall not be considered to be delivered until they have actually been transmitted to the Office of Planning in full or transferred to a service controlled by and in the name of the Office of Planning.

Any licensed fonts used in deliverables to OP must be provided to OP, together with proof of license from an authorized licensor for up to 5 members of OP's staff to use those fonts to make edits to those deliverables (except for fonts included with Adobe Typekit, Microsoft Windows 10, Microsoft Office 365 Plus, or OP's standard software packages.)

Summary of Deliverables

The Contractor shall perform the activities required to successfully complete the District's requirements and submit each deliverable to the Contract Administrator (CA) in accordance with the following:

Item	Deliverable	Quantity	Format/Method of Delivery	Due Date	Potential Contractor Hours
1	Project Work Plan	1	Word	1 week from NTP	8
2	Training module for project teams	1	Video Call and PowerPoint presentation	TBD	18
3	Training module for the general public	1	Word document and video call	TBD	18
4	Presentation of equity training	Up to 7	Online presentation		16

5	Memo(s) summarizing feedback for each engagement strategy	Up to 3	Word document and video call	TBD	40
6	A report summarizing equity analysis and identifying priorities	Up to 3	Digital Platform, PDF, or Word document	TBD	100
7	Memo(s) summarizing feedback for plan recommendations.	As needed	Word document and video call	TBD	60

4. PERIOD OF PERFORMANCE:

The period of performance shall be from date of award thru 9/30/21.

5. OPTION TO EXTEND THE TERM OF THE CONTRACT

5.1 The District may extend the term of the resulting contract for one (1), one-year option periods, or successive contract thereof, by written notice to the Contractor before the expiration of the contract provided that the District will give the Contractor a preliminary written notice of its intent to extend at least thirty (30) days before the contract expires. The preliminary notice does not commit the District to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the thirty (30) day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the contract.

5.2 If the District exercises this option, the extended contract shall be considered to include this option provision.

5.3 The price for the option period shall be as specified in the contract.

5.4 The total duration of this contract including the exercise of any options under this clause, shall not exceed two (2) periods.

6. CONTRACTOR EXPERIENCE/QUALIFICATIONS REQUIREMENTS:

6.1 Demonstrated experience with social and racial equity consulting for a minimum of two projects of similar size and scope. For each project, please include client contact information, contract number, and a copy of the final contract performance evaluation.

6.2 A list of three professional references for similar work performed by your company.

6.3 Resumes showing the qualifications of company employees proposed for this project.

