

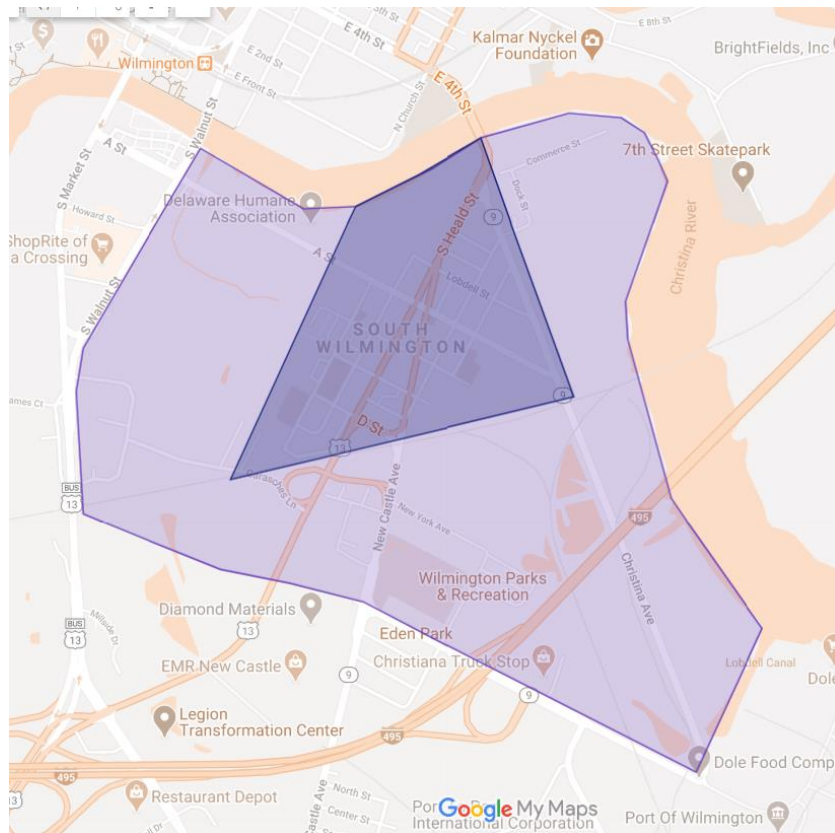
REQUEST FOR PROPOSALS

Southbridge Neighborhood Plan: An Implementation Action Plan

INTRODUCTION AND STUDY AREA

Southbridge is a working-class, predominantly African-African neighborhood in Wilmington, Delaware. The community enjoys strong civic leadership, deep multi-generational ties, and a vibrant history. At the same time, it grapples with chronic economic, environmental, climate, and health concerns. The Southbridge neighborhood core is located on the South Wilmington peninsula -- a diverse landscape of brownfields, light industry, seaport activity, reclaimed wetlands, and gentrified housing and commercial space associated with the Riverfront district.

The Southbridge Neighborhood Core and Surrounding Study Area





Formed in 2009, the South Wilmington Planning Network (SWPN) is a collaborative partnership of residents and dozens of government, non-profit, and private agencies who work together to improve quality of life in Southbridge. Beyond providing coordination efforts among agencies and residents, much of the SWPN's work has involved implementing the 2006 Southbridge Neighborhood Plan, Wilmington's first modern community plan. Key elements of that plan have been implemented – with upgrades to transportation and parks, and flood remediation completed or funded.

Today, Southbridge needs a fresh neighborhood action plan. This plan should build off recommendations in Wilmington's 2028 Comprehensive Plan and provide prioritized action steps for completing them. It should also capture new ideas from Southbridge residents, assess and understand the impact the COVID-19 pandemic, set a course for pandemic recovery, and strengthen community resilience to future impacts.

The SWPN was awarded a \$49,950 grant from Healthy Communities Delaware to complete this work. We are tentatively titling it the "Southbridge Neighborhood Plan: An Implementation Action Plan." The SWPN is seeking consultant services to guide and execute this work.

PLANNING PARTNERS

The SWPN will be responsible for overseeing the study. The work will be guided by a steering committee comprised of the following:

- Members of the SWPN Core Group
 - Brittany Salen, Chair
Executive Director
Environmental Justice Initiative
 - Bill Swiatek, Vice Chair
Principal Planner
Wilmington Area Planning Council

- Michelle Harlee
Councilperson
City of Wilmington
- Rysheema Dixon
Councilperson at-large
City of Wilmington
- Marie Reed
President
Southbridge Civic Association
- Travis Smith, Sr.
President
Southbridge Connects
- Alison Windle
Executive Director
Neighborhood House
- Victor Perez
Associate Professor
University of Delaware
- Amere Robinson
Southbridge Weekend Chair
- Ella Edwards
Health Promotion Advocate
Henrietta Johnson Medical Center
- Wayne Marshall
Southbridge Community Garden Manager

- Marvin Thomas
Community Advocate
Neighborhood House

- Other interested SWPN Members, including:
 - Jen Adkins
Christiana Conservancy

 - Diana Dixon
Southbridge Civic Association

 - Matt Harris
Senior Planner II
City of Wilmington

 - Ellie Ezekiel
Environmental Advocate
Delaware Nature Society

SCOPE OF WORK FOR CONSULTANT SERVICES

The South Wilmington Planning Network (SWPN) will work with community-based partners and residents to develop a Planning Implementation Action Plan that will inform actions and performance measures to address community residents' myriad concerns, also including the impacts of COVID-19 on the Southbridge community. Primary and secondary data collection will assess housing needs, food insecurity, financial security, un/under-employment, and local environmental perceptions to develop this planning document that guides healthy and equitable redevelopment. In addition, resident input will be included to help mitigate the short- and long-term effects of COVID-19 on this community. SWPN will employ or stipend local residents to collaborate in all research efforts and to perform

community outreach and education, connecting Southbridge residents to COVID-19 prevention, testing and care opportunities.

This plan should build off recommendations in Wilmington's 2028 Comprehensive Plan and provide prioritized action steps for completing them. However, it should also capture new ideas from Southbridge residents about community environmental, economic, and health issues, while also assessing the impact the COVID-19 pandemic and setting a course for recovery.

Task 1: Literature review, data collection, coordination, and plan development

- Review relevant planning documents including, but not limited to:
 - 2028 Wilmington Comprehensive Plan
 - 2006 Southbridge Neighborhood Plan
 - 2014 Progress Report on the 2006 Neighborhood Plan
 - South Walnut Street Urban Renewal Plan
 - Route 9 Corridor Master Plan

- Develop an agreed upon document structure and path forward for the effort, including community surveying and other supplemental data collection efforts, with the project steering committee. Hold virtual public workshop 1 to gather feedback and initiate public discussion and idea-sharing.

- Coordinate with relevant area efforts including, but not limited to:
 - Route 9 Corridor Health Assessment and Action Plan (UD Cooperative Extension & Rt. 9 Corridor Master Plan Monitoring Committee's Health Subcommittee)
 - Route 9 Healthy Communities Delaware Award project team
 - Port of Wilmington Circulation Study (WILMAPCO)

- Begin collection of relevant demographic, housing, transportation, environmental, health, and other existing data that will be utilized in the final action plan. Further, review any existing academic and policy literature on best practices for capturing these data and implementing policy to mitigate displacement and promote equitable outcomes of development

and gentrification.

- Working through the steering committee, meet with key area stakeholders to understand their perceptions on community assets and needs.
- Develop draft mission and vision statements.
- Take and share meeting notes with the project's steering committee.

Task 2: Community Survey 1 -- Development, Execution, and Analysis

- Working with members of the steering committee, identify and support the training of community resident(s) to conduct the first of two community surveys. This first survey should gather information on community identified assets, challenges, and recommendations for improvements. Further, community residents can also be trained to perform other supplementary data collection methods deemed appropriate, including, but not limited to, virtual focus groups and virtual in-depth interviews.
- Develop content for a core survey and oversee its execution, as well as any supplementary data collection methods. The agreed-upon survey method should utilize a conventional social science sampling technique to gather responses from a representative sample of Southbridge residents. In order to maximize generalizability and allow for proper weighting techniques to ensure representativeness, data on age, gender, race, ethnicity, tenure, and income would be essential in the survey. In addition, any supplementary forms of data collection, like virtual focus groups and in-depth interviewing, should be considered to complement any quantitative data from the community survey. True to the ethos of community-based participatory research (CBPR), involved residents should be a part of all facets of the research process as much as possible.
- Analyze results from the survey and any other data collection techniques, which will be used to inform the development of proposed revised recommendations and action steps. Residents should be a part of this step as much as possible and as is reasonable.

- Take and share meeting notes with the project's steering committee.

Task 3: Development of Draft Recommendations and Action Steps

- Synthesize and summarize the data collected in Task 1 and 2, using it to inform the development of any draft revised recommendations, along with action steps agreeable to the steering committee.
- Hold public workshop 2 to present these findings and discuss and gather feedback on the draft recommendations and action steps.
- Finalize mission and vision statements following public workshop 2 with the steering committee.
- Finalize recommendations and action steps in coordination with the steering committee.
- Take and share meeting notes with the project's steering committee.

Task 4: Community Survey 2 -- Development, Execution, and Analysis

- Develop content for survey 2, which will focus on the prioritization of recommendations and action steps and oversee its execution, as well as any supplementary data collection methods. The agreed-upon survey method should utilize the same conventional social science sampling technique as survey 1 to gather responses from a representative sample of Southbridge residents. In order to maximize generalizability and allow for proper weighting techniques to ensure representativeness, data on age, gender, race, ethnicity, tenure, and income would be essential in the survey. In addition, any supplementary forms of data collection, like virtual focus groups and in-depth interviewing, should be considered to

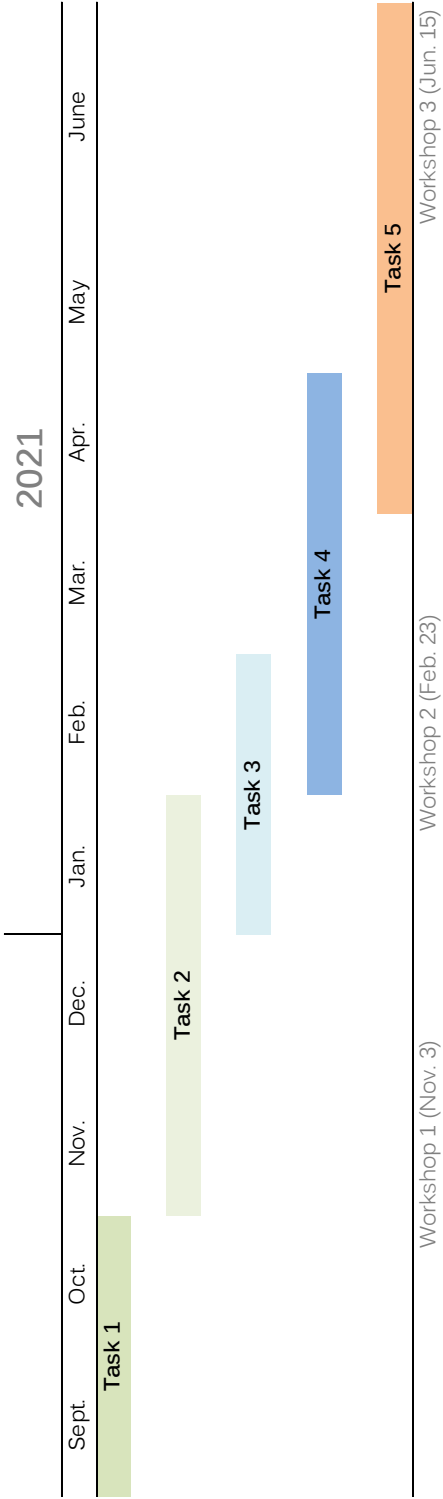
complement any quantitative data from the community survey. True to the ethos of community-based participatory research (CBPR), involved residents should be a part of all facets of this research process as much as possible, as well.

- Analyze results from the survey and any other data collection techniques, which will be used to inform the development of a draft plan. Residents should be a part of this step as much as possible and as is reasonable.
- Take and share meeting notes with the project's steering committee.

Task 5: Complete Draft Final Prioritized Recommendations and Action Steps

- Compile final draft prioritized recommendations and action steps, agreeable to the steering committee.
- Hold public workshop 3 to present these and gather final feedback.
- Complete a draft of the plan and finalize it working with the steering committee.
- Take and share meeting notes with the project's steering committee.

ANTICIPATED Schedule



- Task 1: Literature review, data collection, coordination, and plan development
- Task 2: Community Survey 1 -- Development, Execution, and Analysis
- Task 3: Development of Draft Recommendations and Action Steps
- Task 4: Community Survey 2 -- Development, Execution, and Analysis
- Task 5: Complete Draft Final Prioritized Recommendations and Action Steps

FUNDING/BUDGET

This project will be funded from a grant from Healthy Communities Delaware, awarded to the SWPN. The Delaware Community Foundation will be serving as the SWPN's fiscal sponsor.

Total award: \$49,950

Set asides (subject to revision by the SWPN, as needed):

- Survey and data collection support (including stipends for resident-administered surveys, raffles to encourage participation in surveys and workshops, training, and technology, and monetary incentives for research subjects for participation in data collection): \$4,500
- Administrative support and other expenses: \$3,450
- Stipends for community leaders participating on steering committee meetings: \$2,000

Funding for consultant support (not subject to revision): \$40,000

DELIVERABLES

Items that will be produced by the consultant will consist of, but not be limited to:

- PowerPoint and display boards for presentation at meetings and public workshops. Display will also be made available in PDF.
- Project materials for the SWPN website.
- Attendance, in person or via web/teleconference, at about 15 - 20 meetings over the course of the study.
- Meeting summaries for all meetings and workshops, including written records of all public comments, in MS Word.
- Final report– one high-quality PDF and one MS Word version.
- GIS files of all mapping work in MapInfo convertible format.

SUBMISSION REQUIREMENTS

The Consultant shall submit a high-quality PDF of a Proposal/Statement of Qualifications to the SWPN. The submission shall include the following and provide a table of contents indicating where the required information is in the submission package:

- Identification of the consultant's project manager and a description of this person's experience with similar projects and work with community-based initiatives. The project manager may not change during the project without written permission from the SWPN.
- A description of qualifications and experience for each individual and firm participating in the project team, including an organization chart showing the relationship of everyone to the overall project work plan.
- Documentation that the consultant has specific knowledge and experience with:
 - Working with community groups and residents to develop community-based, resident-participatory research projects
 - The principals of surveying to achieve representative samples of public opinion, according to conventional social science methodology
 - The principals of urban planning, such as zoning and complete streets, complete with knowledge of social policy that addresses issues of how zoning impacts environmental conditions and health experiences of communities
 - Strategies to promote economic development while protecting existing communities from displacement due to gentrification, and development, and greening

- Three current references (more recent than three years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to ten (10) pages.
- A proposed level of effort delineating the staff assigned with title, hours and hourly rate for each task. The full cost of the proposal should also be included.
- A proposed schedule showing the timeline for each task including milestones and significant meetings or reviews.
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race, color, national origin, sex, disability or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.
- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, or marital status.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

The SWPN will also consider:

- The extent to which Disadvantaged Business Enterprises are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)

EVALUATION AND SELECTION

The SWPN may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

Clarity, readability, and presentation of material, including writing style	25%
Project understanding and approach as displayed in the project proposal and the interview	35%
Relevant experience, team leadership and team capabilities	30%
References and supporting information	10%

Only consultants who supply complete information will be considered for evaluation. We will base the final decision on materials submitted, the presentation, and/or contacts with references.

SUBMISSION DATES, ADDRESS AND CONDITIONS

The deadline for proposals is **11:59 p.m. on August 16, 2020**. Proposals received after this time and date will not be accepted nor considered. Tentatively, we will interview finalists in mid-September.

One high quality PDF should be sent to:
SouthWilmingtonPlanningNetwork@gmail.com

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP.

All work may be reviewed periodically by the steering committee and other groups.



All statements become part of the public file on this matter, without obligation to the SWPN. However, offerors may identify those portions of their proposals that they deem confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

The SWPN reserves the right to reject any or all RFP responses.

The SWPN is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional technical or procedural information:

Contact: Bill Swiatek, AICP
Phone: (302) 737-6205 Ext. 113
E-mail: bswiatek@wilmapco.org