

Department of Neighborhoods
REQUEST FOR PROPOSALS AND
QUALIFICATIONS RFP#DON_2022-02

Consultant Contract
Project Title: BIPOC Generational Wealth City Programs
Impact Analysis

Applications Due: Wednesday, March 16, 2022 at 5:00pm
Applicants should submit proposals electronically to the Dept of Neighborhoods
at Jackie.Mena@seattle.gov using the subject line “Generational Wealth City
Program Impact Analysis RFP”

Estimated Procurement Schedule*

Feb 28 2022	RFP is posted
Mar 1 – 11 2022	Open period for questions from potential applicants. Questions and their answers will be posted on the City of Seattle Consulting Connection web site.
Mar 16, 2022	Applications must be received or postmarked by March 16 at 5:00 pm. Applicants should submit proposals electronically to Department of Neighborhoods at Jackie.Mena@seattle.gov using the subject line “Generational Wealth City Program Impact Analysis RFP.”
Apr 4, 2022	Anticipated selection of finalists for interview.
Apr 8, 2022	Anticipated interviews of finalists.
Apr 12, 2022	Anticipated award announcement.
April 26 2022	Anticipated date of contract execution.

**The City reserves the right to modify this schedule*

Procurement Contact Information

Primary: Jackie Mena; Jackie.Mena@seattle.gov

Other Contacts: Melia Brooks; Melia.Brooks@seattle.gov

Jenn Brandon; Jenn.Brandon@seattle.gov

Purpose

The City of Seattle is seeking a qualified consultant or consultant team to 1) create an inventory of current City programs, services, and resources that support BIPOC communities in building wealth, 2) develop a framework for evaluating the impact of these programs, 3) present ideas for how to increase alignment and impact wholistically through City programs. Through this contract, the City aims to establish a baseline understanding of how current investments and strategies are working together to close race-based wealth gaps. The results of this effort will impact the City's "big picture" strategy for building generational wealth for BIPOC communities by informing the development of recommendations for future investments and providing a framework for continuing to maximize the impact of programs.

This contract will be managed by the Department of Neighborhoods, though the consultant will work closely with the City's Generational Wealth Interdepartmental Team (IDT) which is comprised of multiple City departments. The consultant will partner with IDT members and department staff to understand the diverse investments and strategies departments are currently employing to build generational wealth for BIPOC communities. The consultant will also work with IDT members and department staff to capture the known impact of current investments using a racial equity framework that centers the experiences of communities of color. This will require engagement with community members and organizations that have directly accessed City programs.

The consultant will have demonstrated knowledge, expertise, and relationships in the areas of community wealth-building, inclusive and equitable economies, impact analysis, and community engagement. Additionally, the consultant will have familiarity with government structures and experience partnering with government staff that represent diverse lines of work.

The contract period is estimated to run 6-9 months, with a projected start date of May 2022.

Background:

Beginning in late 2020, the Mayor's Equitable Communities Initiative (ECI) Taskforce underwent a nine-month process to recommend how the City should allocate \$30M for investment in Seattle's Black, Indigenous, and People of Color (BIPOC) communities. Comprised of 24 BIPOC community leaders who spanned sectors of community development, housing, higher education, healthcare, arts and culture, and economic development, the ECI Task Force convened weekly to develop its budget recommendations, which were presented and adopted by both the Mayor and the City Council in November 2021.

The ECI's recommendations included budget allocations to several City departments to develop or expand the City's "Generational Wealth" initiatives aimed at addressing race-based wealth gaps. Specifically, the Department of Neighborhoods was directed to advance the following two ECI recommendations:

- Develop a generational wealth education program to help BIPOC residents, artists and business owners navigate and plan for financial topics, including homeownership, property taxes, small business development, real estate development, retirement planning, and asset management.
- Integrate city resources and services so that community members who contact the city receive more holistic guidance and information about implementation would involve creation of a one-stop location for education, information, and support on these financial issues.

As part of the budget allocation, the City Council’s Community Economic Development Committee issued a Statement of Legislative Intent (SLI) to the Department of Neighborhoods requesting a report on community wealth building and equitable economy strategies to reduce the racial wealth gap. The work performed under this Generational Wealth Research and Analysis contract will contribute to the contents of that report.

This RFP is one of several that DON will issue to address the ECI and City Council priorities named above, and to build a baseline infrastructure for City departments to collaborate, learn, coordinate, and invest in innovative and community-centered approaches to closing race-based wealth gaps.

Scope of Work and Deliverables:

Scope of Work:

- Work with City’s Generational Wealth IDT to build an inventory of current City programs that aim to close race-based wealth gaps and additional programs that could close race-based wealth gaps.
- Using a racial equity framework that considers both quantitative and qualitative data and centers the direct experiences of BIPOC communities, analyze the impact of programs included in the inventory.
- Document the racial equity framework used to analyze programs and opportunities for City staff to continue to monitor impact.
- Develop ideas for increasing alignment and impact wholistically through programs included in the inventory.

Deliverables:

- Participation in 4-8 IDT and community Roundtable meetings, providing regular progress updates
- 2-4 presentations of findings to stakeholders as needed (IDT, Roundtable, etc.)
- Engage IDT members and department staff to analyze the impact of City generational wealth programs
 - Participate in meetings with department staff in the evaluation of City generational wealth programs

- Work with staff to summarize quantitative information that departments have collected (as needed for the report).
- Engage community in evaluation of City’s generational wealth programs
 - Host community focus groups as needed
 - Review past community engagement efforts and findings, incorporating qualitative data into report
- Build an Inventory Report that includes:
 - A complete list of current programs that aim to build wealth for Seattle’s BIPOC communities
 - Early evaluations of programs and other related policies or structures, denoting efficacy and ideas for how to increase alignment and impact wholistically through City programs.
 - List of key findings such as notable gaps, opportunities, patterns, disparities, etc.
 - Recommendations for continued monitoring of programs and/or points for further evaluation

Performance Schedule

The consultant must be available to commence work on this project no later than mid-May 2022. The timeline of the contract is estimated to run for 6-9 months.

The scope of work and deliverables schedule begin when the contract is executed by all parties and ends when this portion of the project is completed, unless amended by written agreement or terminated earlier under termination provisions. Our estimated schedule is as follows:

Tasks	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
RFP released & selection									
Project Start-up									
Check-ins with DON									
Engagement with IDT, departments, and community									
Report Outline									
Report Draft 1									
Report Draft 2									
Final Report									
Presentation to stakeholders									

Contract Budget

The budget for this contract shall not exceed \$100,000.

Minimum Qualifications

The following minimum qualifications are required for a Consultant to submit a proposal response.

- **Project Management:** The consultant must demonstrate that they can manage a project and interact with multiple collaborators, including City staff and other consultants who will work on parallel and complementary deliverables (e.g., Research of national Generational Wealth programs, Community Roundtable and Learning Hub forums.)
- **Racial Equity Analysis:** The consultant must demonstrate their experience and commitment to centering the voices and needs of those most affected by the impacts of racial inequities.
- **Program and Policy Analysis:** The consultant must demonstrate their experience researching and analyzing the impact of programs and policies focused on economic and/or community development, race-based income disparities, community-wealth-building, and/or related issues.
- **Community Engagement:** The consultant must demonstrate their experience engaging BIPOC communities in participatory research and evaluation and facilitating effective, respectful, and culturally competent collaborative group discussions.
- **Communications:** The consultant must demonstrate that they have experience producing materials, including formal reports and presentations, which are accessible and clearly explain complex concepts to diverse audiences through written and graphic communications.

Proposal Content Requirements

Prepare your response as follows. Use the following format and provide all attachments. Please note that incomplete applications will not be considered. Please do not include brochures or letters of support.

1. Please complete the Cover Page (Attachment A).
2. Please complete the Application Questions (Attachment B). Limit this section to 5 pages and use 12-point font for legibility.
3. Please complete the Reference Sheet (Attachment C). We are asking you to provide the names and contact information for at least 2 references.
4. Please complete and submit the consultant questionnaire found at the following link:
<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/Consulting/fas-cpcs-consultant-questionnaire.docx>

Deadline & Terms for Submission

The RFP is open until Wednesday, March 16, 2022, at 5:00pm. Applicants should submit proposals electronically to the Dept of Neighborhoods using the following email address: Jackie.Mena@seattle.gov and putting in the subject line "BIPOC Generational Wealth City Programs Impact Analysis RFP."

BIPOC Generational Wealth City Programs Impact Analysis RFP

Attachment A: Application Cover Page

Organization	
Legal Business Name of Consultant or Consulting Firm	
Name of Lead Contact	
Phone	
Email	
Website URL, if available	
UBI #	
City of Seattle Business License #	
Are you able to begin work in May 2022?	

Attachment B: Application Narrative

Please address the following topics in your application. Limit your application to 5 pages using 12-point font. Attachments and exhibits, if included, are not counted toward the limit.)

- Approach and Methodologies: Describe your understanding of the project and your approach for carrying out the work components. Be specific in describing the criteria or framework you will use while identifying and assessing the impact of the City's current BIPOC Generational Wealth programs, services, and resources. Please include a description of your approach for working with and engaging multiple stakeholders, including government staff and community members. Indicate your experience or success in employing such an approach on other projects. Be explicit in describing how you will integrate principles of racial equity and representation and indicate your experience or success on other projects.
- Qualifications & Team Composition: Summarize team (including subconsultants, if any) qualifications and demonstrated experience analyzing community and/or economic development strategies, specifically as they relate to addressing race-based wealth gaps. Provide each team member's name, title and responsibilities within the project.
- Availability: Comment on the adequacy of the schedule of deliverables in the scope of work. Considering your firm's current and planned workload, comment on its capacity to complete the work within the time limitations identified in this RFP.
- Cost Proposal: Identify estimated hours and project costs associated with the proposal, indicating the hourly rates that apply to each team member and total estimated cost based on assigned tasks. Also include all additional expenses that the city would be charged and how the expenses will be calculated. **Please note that the Dept of Neighborhoods endorses the best practice of language access and compensating community members for their participation in research and engagement projects. Please include in the budget your plan for language access and community compensation.**

Attachment C: References

REFERENCES	
Reference 1	Reference 2
Name:	Name:
Phone:	Phone:
Email:	Email:
Project Worked On:	Project Worked On:
Date of Project:	Date of Project:
Is there anything else we should know about this reference?	Is there anything else we should know about this reference?