



EST. 1876

CENTENNIAL PARKSIDE

COMMUNITY DEVELOPMENT CORPORATION

Request for Proposals (RFP)

Community Solar Energy Engagement Plan

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I. Project Purpose and Content

Project Description

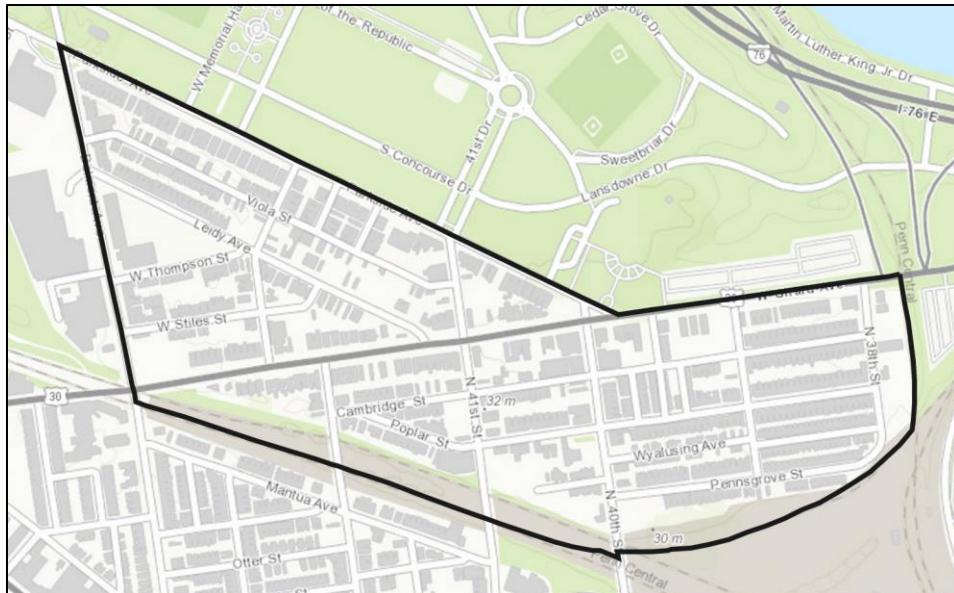
The Centennial Parkside CDC

The Centennial Parkside CDC (the CDC) is a 501(c) 3 non-profit organization that works to preserve, promote and revitalize East Parkside through partnerships with businesses, institutions, and programs that engage residents, increase opportunity, and grow a diverse thriving community. Our work is guided by 5 principle priorities that we apply to everything we do in Parkside:

- 1) Housing & Homeownership: Our goal is to preserve housing, reduce vacancy, and increase homeownership.
- 2) Marketing & Branding: Our goal is to promote Parkside as a place to live, work, and play.
- 3) Sanitation & Greening: Our goal is to make Parkside, clean, green, and safe.
- 4) Commercial Development: Our goal is to attract and retain a mix of businesses in thriving commercial corridors.
- 5) Organizational Sustainability: Our goal is to increase the organizational capacity and financial sustainability of the CDC.

East Parkside

East Parkside was the site of the 1876 Centennial Exposition World's fair. In the early days, the Parkside neighborhood emerged as a thriving community with many amenities and in close proximity to all areas of the city. By the middle of the 20th century, the East Parkside community lost its luster with the shifting away from the industrial economy. As a result of disinvestment, businesses and residents fled, leaving behind a glut of underutilized property in the community. Soon thereafter, the neighborhood would begin to transition and during the 1990's development had begun throughout the Parkside area. Parkside has cultural amenities within the neighborhood and is mere minutes from Center City and some of the nation's best health and educational institutions. Yet Parkside, like many of the city's neighborhoods, remains a racially segregated community, deeply isolated from the economic viability, public investment and cultural attention that other parts of the city often receive. The neighborhood's racial make-up is 90% Black, 4.6% White, and 3.6% Latino. Median household income is just above \$18,000 with nearly one in five residents experiencing unemployment.

**East Parkside**

Description of the Project

The CDC is seeking a consultant to collaborate with the Executive Director, the Board of Trustees (the Board), and Drexel University's Lindy Institute for Urban Innovation (the Lindy Institute) to help develop a community engagement process to further engage East Parkside residents in discussions of community revenue generation through the development of solar arrays within the neighborhood. This project will require regular meetings with community residents and the Executive Director and occasional meetings with the Board members. Most correspondence with the Lindy Institute will occur through the Executive Director and therefore it is not expected that the consultant would meet with representatives from the Lindy Institute.

Project Context

The CDC is proposing to construct solar arrays on underutilized land (canopied over parking lots/structures and in vacant lots) throughout the East Parkside neighborhood and selling this energy to local institutions and businesses. The revenue from the sale of energy would serve two purposes:

- 1) To provide a sustainable revenue source for the operations of the CDC
- 2) To provide revenue for community development projects

While this RFP calls for a consultant to help design the engagement process around the proposed solar energy project, we hope that this process will serve as a baseline and a

model from which the CDC can build future community engagement activities around other neighborhood projects.

Lindy Urban Innovation Fellowship

The Lindy Institute has provided resources through a fellowship to perform community engagement that will utilize a diversity of forums (yet to be determined) for community discussion around economic burdens in the community (including those created by energy costs), the importance of environmental sustainability in the neighborhood, and the possibility of implementing a solar energy project that provides revenue for the CDC as well as revenue that the community can direct.

II. Scope of Work

Project Team and Expertise

The project consultant/team should include technical expertise in community engagement and must demonstrate that they can collaborate with the Executive Director to contribute:

- Experience in developing and implementing innovative community engagement programs
- The ability to effectively communicate ideas to a wide range of audiences
- Expert facilitation of and collaboration with a community advisory group
- Availability and capacity to move the project forward and the flexibility to adjust quickly to changes in a complex community environment
- A high level of creativity and use of graphics in the production of innovative and user-friendly reports

Tasks

The purpose of the community engagement program is to provide meaningful and innovative opportunities for East Parkside residents to participate in the process of developing solar energy within the neighborhood and plan for how the revenue could be reinvested in the neighborhood. This project will establish a consistent avenue of dialogue, education, and feedback between East Parkside residents and the CDC.

The consultant should work with the Executive Director, the Board, and faculty, staff and students at the Lindy Institute to complete the following tasks:

Task 1: Community Introduction

The consultant will be expected to attend a community meeting and, in collaboration with the Executive Director, present the plan for proceeding with a community engagement process.

Deliverable: Presentation that Introduces a High Level Engagement Plan to the Community

Task 2: Historical Context

To establish a baseline for community engagement, it is important for the CDC and the East Parkside residents to understand the historical context of the neighborhood. It is clear that historical distrust exists between the neighborhood and local institutions as well as among residents within different parts of the neighborhood. Key engagement activities to understand the historical context may include:

- a. Story telling opportunities for community members to share memories
- b. Collection and analysis of historical data including neighborhood plans
- c. Review of historical demographic change
- d. Rebranding of the neighborhood as **one** East Parkside that has a history of innovation

Consultant should work with the community residents, the Executive Director, the Board, and the Lindy Institute students, staff, and faculty and find innovative ways to team with residents (working groups/student resident pairing, etc.) to collect this data and produce the summary document.

Deliverable: Neighborhood History Summary Document

Task 3: Community Data Collection and Summary

The consultant will work with the Executive Director and the Lindy Institute students, staff, and faculty to compile secondary source neighborhood data that may include:

- a. Who lives here
- b. Occupations of East Parkside residents
- c. Zoning and rezoning
- d. Housing: Renters vs homeowners

The consultant will work with the Lindy Institute and East Parkside residents to perform primary source data collection that, as determined by the consultant and Executive Director, may include a combination of:

- a. Focus groups
- b. Door to door surveys
- c. Neighborhood photography

The Consultant will work with the Executive Director, the Board, and the Lindy Institute students, staff, and faculty and find innovative ways to team with residents (working groups/student resident pairing, etc.) to collect this data and produce the summary document.

Deliverable: Neighborhood Data Summary Document**Task 4: Education around energy efficiency, energy democracy, and solar arrays as a revenue source**

Building upon the data collected in Tasks 2 and 3, begin a discussion of revenue creation and wealth building around innovative business models to:

- a. Provide community education on solar energy
- b. Provide clarity on how this project will increase the capacity of the CDC so that it can continue to work to meet its goals related to improved housing, cleaning and greening, business corridor development, and neighborhood branding
- c. Preview a participatory budgeting process around solar revenue

The Consultant should work with the Executive Director, the Board, and the Lindy Institute students, staff, and faculty to find innovative ways to team with residents to share this information with the community.

Deliverable: Solar power educational document that describes the technology and the business model that the CDC is developing**Task 5: Database of Community Contacts**

The consultant will work with the Executive Director and the Lindy Institute to develop a database of community contacts made throughout the engagement process. The format of this database is yet to be determined, however, it will rely heavily upon the support of database experts at the Lindy Institute.

Deliverable: Community Contacts Database

Final Deliverable: Compilation of all summary documents in a graphically rich/multimedia format that can be disseminated in a form yet to be determined but could be:

- a. A publication similar to the Sunset Park Gazette (<http://sds.parsons.edu/urban/portfolio/sunset-park-gazette/>)
- b. An exhibition in a neighborhood storefront
- c. A presentation at a community meeting
- d. Multiple small presentations throughout the neighborhood and to local institutions

Project Timeline

April: Kickoff Meeting and Announcement

September 1: Historical Summary Document Deliverable

July 1: Neighborhood Data Document Deliverable

August 1: Solar Education Document Deliverable

October 1: Community Contacts Database

October: Distribute final publication/hold community exhibit/present results in a community meeting (s)

Project Budget

The CPCDC would like the Consultant to provide a fee to complete the tasks described above, outlining the number of expected hours and fee for each deliverable, as well as the hourly rates for Consultant Team member(s). Considering that the consultant will be working with the Executive Director with support from the Lindy Institute students, staff, and faculty, overall fee is not to exceed \$10,000.

III. Proposal Submissions & Evaluation

Key Dates

February 14: RFP Advertised

February 28: RFP Submissions Due

March 9: Interview and select consultant

March 16: Finalize Scope and approve contract

Submission Requirements

Please submit proposals not exceeding 10 pages by email to cspahr@centennialparkside.org by February 28. Proposals should include the following:

- A. **Cover Letter:** Summarize the Consultant/Team understanding of the project and why the Consultant/Team is best suited to complete the scope of work.
- B. **Consultant Qualifications:** Provide a brief overview of the Consultant's experience performing the requested services, their qualifications working with community members, non-profit organizations, and universities and a description of any special services expertise, or abilities that the Consultant can provide in the performance of services described herein.
- C. **Consultant Experience:** Describe experience related to working on projects of similar scope and complexity. Please highlight experience working with community advisory groups and creating innovative, user-friendly materials for community consumption. Provide references for up to three (3) relevant projects.
- D. **Resume:** Please provide a resume for any person who may be assigned to work on this project.

- E. **Approach and Work Plan:** Provide a written narrative describing the Consultant's approach and work plan for completing the scope of work. On a per task basis, the narrative should identify deliverables, number of meetings, and timeframe for completion.
- F. **Fees:** Submit a fee proposal for the scope of work; outline the number of hours and fees associated with each task and provide the Consultant hourly rate and rates for any additional team members.

Proposal Evaluation

Submitted proposals shall be evaluated using the following criteria:

- Consultant experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity
- Demonstrated ability to communicate clearly with the general public
- Demonstrated ability to think creatively about how data is presented to the community in an accessible format
- Completeness and clarity of the proposal
- Project cost
- References

The highest ranking Consultants may be asked to come in for an interview. After a Consultant is selected, the Executive Director will initiate final contract negotiation. The CDC anticipates entering into an agreement with the selected consultant based on a negotiated fee and a negotiated scope of work.

Proposal Questions

Any questions regarding this RFP should be emailed to Chris Spahr at cspahr@centennialparkside.org.