



**MOUNTAINS RECREATION & CONSERVATION AUTHORITY**  
Los Angeles River Center and Gardens  
570 West Avenue Twenty-six, Suite 100  
Los Angeles, California 90065  
Phone (323) 221-9944 Fax (323) 221-9934

## **REQUEST FOR PROPOSALS TAYLOR YARD PASEO DEL RÍO COMMUNITY ENGAGEMENT AND OUTREACH TEAM**

December 16, 2020

### **Introduction**

The Mountains Recreation and Conservation Authority (MRCA) requests proposals from **Community Engagement and Outreach (CE)** teams that may be made up of non-governmental organizations (NGOs), nonprofit organizations (NPOs), and/or private consultant companies to assist with community engagement and outreach to local residents, stakeholders, neighborhoods and community groups supporting the planning efforts of the **Taylor Yard Paseo del Río Project** (Project).

The Project is an early activation public use and access project for the Taylor Yard G2 and G1 (or Bowtie) Parcels and is a joint effort of the MRCA, City of Los Angeles (the City), and the California Department of Parks and Recreation (State Parks), collectively referred to as the “100 Acre Partnership at Taylor Yard” (Partnership) Partnership.

The Paseo del Río segment on the City owned G2 parcel will be designed and executed by a team hired by the Bureau of Engineering of the City of Los Angeles, and the segment on the State Parks owned Bowtie parcel will be designed and executed by the State Parks Southern Service Center. The outreach team hired through this RFP will be coordinating closely with both design teams and with the members of the Partnership at Taylor Yard.

The CE team will be expected to utilize traditional and non-traditional community engagement and outreach methods to ensure that efforts to reach the community and stakeholders are comprehensive, effective, culturally relevant, and inclusive of disadvantaged and linguistically isolated communities. The CE team will need to help manage Project expectations and how it can meet the goals of the Project funding. The CE team’s engagement efforts should foster an open dialogue that will guide and inform the Partnership in the areas of design of the Paseo del Río greenway, brownfield restoration and environmental planning, equity strategies, and programming of the future open space.

### **Project Location**

The Project is located in Los Angeles California at the juncture of Interstate 5 and the Glendale Freeway 2 near the Glendale Narrows section of the Los Angeles River on the west, and bounded by a private owned parcel off of N. Casitas Ave. to the north, and the Metrolink Central Maintenance Facility (CMF) to the south. The Project plans to implement over one mile of contiguous LA River-front public access along the Los Angeles River and will utilize approximately eight acres total (approximately six acres on G2, and two acres on Bowtie). Figure 1 shows the approximate Project area.

## Contract Entities

Submissions to this Request for Proposal (RFP) will be provided to the MRCA, City of Los Angeles (the City), and the California Department of Parks and Recreation (State Parks), collectively referred to as the “100 Acre Partnership at Taylor Yard” (Partnership) or “Partnership”. At this time, we anticipate that all or a majority of the scope herein will be directly contracted with the MRCA, but may also include contracts with other Partnership agencies.

## Partnership Contacts

### MRCA – Primary Community Engagement RFP Contact

Brian Baldauf, [Brian.Baldauf@mrca.ca.gov](mailto:Brian.Baldauf@mrca.ca.gov) , (323) 221-9944 x.190  
570 West Avenue 26, Suite 100, Los Angeles, CA 90065

### State Parks—Secondary Contact

Stephanie Campbell, [Stephanie.Campbell@parks.ca.gov](mailto:Stephanie.Campbell@parks.ca.gov) , (323) 441-9181  
1799 Baker Street, Los Angeles, CA 90012

### City of Los Angeles Bureau of Engineering—Secondary Contact

Bryan Powell, [bryan.powell@lacity.org](mailto:bryan.powell@lacity.org), (213) 485-5908  
1149 S. Broadway, Suite 630, Los Angeles, CA 90015

## RFP Scheduled Deadlines

- December 16, 2020 – RFP released.
- January 15, 2021 5:00 PM – Deadline for submission of all questions. Submit questions to Brian Baldauf, MRCA.
- January 15, 2021 5:00 PM - Deadline for interested CE teams to register with MCRA. To register, email Brain Baldauf, MRCA. Only registered CE teams will receive clarifications and addenda.
- January 22, 2021 5:00 PM – Clarifications and addenda to be distributed electronically to registered teams.
- **Friday, February 5, 2021 3:00 PM – Deadline to submit proposals.**
  - **Submit proposals to Brian Baldauf, MRCA**
  - **Submit a single electronic PDF file following the guidelines listed in the RFP; Section 3 – Proposal Requirements**
  - Late submissions will not be accepted. There is no limit to the number of pages a submittal can be, however, please keep it to a minimum to demonstrate project understanding and include only the necessary information. Electronic submittals shall be kept below 20 MB.

Proposals will be reviewed within 1-2 weeks. The Partnership will likely request interviews at our convenience. Every effort will be made to adhere to the stated schedule, but it may be modified as needed without prior notice.

### **Covid-19 Requirements and Considerations**

As a result of the COVID-19 crisis, safety is a paramount concern. As such, all community engagement practices must be tailored to ensure that the highest standards of safety are achieved without compromise to attaining the desired goals of a robust outreach effort. This presents a number of challenges to the Project and the CE team in the facilitation of the type of robust community and stakeholder engagement that is desired. Additional challenges will include engaging those that have partial or significant limitations with virtual participation, as well as ensuring engagement is accessible and inclusive of a multi-generational, multi-cultural, and multi-lingual community.

Given that holding public meetings during the Covid-19 pandemic is currently restricted, it is important to the CE team and Partnership identify alternate convening and input methods to allow the community to participate throughout the planning process for the Project. If restrictions are relaxed and small in-person events can be held safely, the CE team should work to identify gatherings that can be implemented and any necessary protocols or Personal Protection Equipment (PPE). As the Project duration is expected to last more than two years, it is foreseeable that many or all Covid-19 restrictions could be lifted before the Project is completed. In this case, the CE team would need to develop ways to integrate successful community engagement practices and techniques utilized prior to Covid-19, with those used during Covid-19 restrictions.

### **Additional Restrictions to Applicants**

To be considered, respondents will be required to represent and warrant that they, he, she, or the officers, directors, and/or employees of bidder are not related by blood or marriage to any member of the governing boards of the SMMC, the SMMC Advisory Committee, the MRCA, or any other joint powers authority for which the SMMC is a constituent member, City of Los Angeles elected officials, or to any officer, director or staff member with discretion over the contract of any of the aforesaid public agencies. "Related by blood or marriage" is defined as being a parent, child (including stepchildren), sibling, grandparent, grandchild, aunt, uncle, niece, nephew, spouse, domestic partner, father-in-law, mother-in-law, sister-in-law or brother-in-law. The MRCA reserves the right to immediately cancel any contract entered into if it discovers a breach of this warranty and representation. Consultant shall be liable for all damages sustained by the MRCA as a result of the breach.

### **Applicant Requirements**

The ideal applicants will use creative strategies and approaches to engage diverse stakeholders. CE teams shall be cognizant and embrace the challenges of engagement with diverse languages, and have multicultural/multi-ethnic, multi-generational background and experience. Organizations must have experience undergoing community engagement and outreach along the Los Angeles River, and specifically the communities surrounding Taylor

Yard. Outreach and engagement will require field work, along with activities, meetings and events on evenings and weekends. This process is meant to develop ongoing informational/educational dialogue and conversations with local neighborhood and community members that will build off each planning phase. The expectation is that a highly-focused and strategically-planned process will result in increased community participation and support for future project phases of the Partnership. It is important that CE teams fully understand demographics, and economic and educational disparities in the Taylor Yard community. Additionally, CE teams are to keep the community engaged throughout the planning process, while providing feedback and continuing to grow the interested network of community, neighborhoods and residents. Lastly, CE teams shall understand historical and current composition that make up the fabric of the community [e.g. educational intuitions, parks and recreational facilities, community focal points and places of gathering, community institutions, store fronts that provide essential services and serve critical community needs (laundromats, grocery stores, religious institutions and local businesses)].

### **Evaluation and Selection**

Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices and evidence of successful engagement experience. Proposed deviations from the RFP requirements will be noted and taken into consideration. The information provided in response to the RFP's requirements will be the basis for evaluation. Failure to provide this information or the inclusion of any conditions, limitations, or misrepresentations may adversely affect the evaluation of your proposal. Any proposal deemed irresponsible or unresponsive will not be considered.

The Executive Officer of the MRCA reserves the right not to award any contract or to award multiple contracts.

### **Proposals will be evaluated for the following criteria:**

- Demonstrated experience of the CE team in relation to the services required and quality of performance on similar past projects.
- Skills, prior experience and time availability of the lead CE individual.
- Demonstrated experience, competence and availability of key personnel in relation to the services required.
- Recommendations of prior partners and stakeholders.
- Creative strategies and approaches for engaging non-traditional stakeholders.
- Cost value of proposed services and anticipated outcomes and perceived level of success.

Submission should include names and contact information of at least two reference clients/partners. The Partnership may contact any previous partners to verify the experience and performance of the prospective organization, key personnel, and sub-consultants, whether or not the client is listed as a reference in the proposal.

## **About MRCA**

The MRCA, established in 1985, is a local public agency exercising joint powers of the Santa Monica Mountains Conservancy, the Conejo Recreation and Park District, and the Rancho Simi Recreation and Park District pursuant to Section 6500 *et seq.* of the Government Code.

The MRCA is dedicated to the preservation and management of local open space and parkland, watershed lands, trails, and wildlife habitat. The MRCA manages and provides ranger services for almost 73,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies. The MRCA works in cooperation with the Conservancy and other local partners to acquire parkland, participate in vital planning processes, complete major park improvement projects, and provide education and interpretation programs for the public.

## **About the City of Los Angeles**

The Bureau of Engineering (BOE) is the City's lead agency for the planning, design and construction management of public buildings, infrastructure and open space projects. Projects include municipal buildings, such as police and fire stations, convention centers, and recreational and cultural facilities, as well as bridges, street and transit projects, and stormwater and wastewater systems. Open space projects include the development of parks and the restoration of wetlands. Engineering also manages permitting for construction in the public right-of-way, as well as the City's state-of-the-art online mapping system. BOE's projects are nationally-recognized in the areas of environmental sustainability and design and fully support the City's goals of creating a prosperous, livable and safe city for all residents and businesses. For more information, please visit <https://eng.lacity.org/>

## **About California State Parks**

The California State Parks Mission is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation. The common perception is that California State Parks are remote and not found in the state's urban areas; nor are these parks seen as being relevant to many residents of these urban areas. However, since 2001 California State Parks has invested over 150 million dollars in the urban core of Los Angeles through the acquisition and development of Los Angeles State Historic Park, Rio de Los Angeles State Park, and the Baldwin Hills Scenic Overlook. The 100 Acre Partnership at Taylor Yard and development of the Bowtie Parcel is the next chapter for State Parks in Los Angeles. The State parks within the Los Angeles area are a critical component of the Department's Urban Strategic Initiative to share the State Parks Mission in the most park poor and underserved communities. The Department continues to be an active agent in the state's urban areas in its role as land manager, administrator of state and federally funded grants-in-aid programs; as a provider of resource-based programs; and as planner, coordinator, and technical assistance provider. As part of the 100 Acre Partnership, State Parks will work cooperatively with local partners to address the needs of severely under-served urban residents and supplement local efforts around the development of the G2 Parcel.

## 1 – Project Information

### Site History

The Taylor Yard G2 and Bowtie G1 parcels are located in northeast Los Angeles, near the intersection of the Golden State Freeway and the Glendale Freeway. The site is bounded by the LA River to the west, the Rio de Los Angeles State Park to the east, private owned parcel off of N. Casitas Ave. to the north, and the Metrolink CMF yard to the south.

This parcel was historically owned by Union Pacific Railroad (UPRR) and its predecessors for rail maintenance and fueling, servicing nearly all freight rail transport in and out of Downtown Los Angeles until 1973 when the majority of these operations were moved elsewhere. The yard was fully closed in 2006, and in 2009 all above-ground structures remaining on the site, except for certain existing concrete slabs, footings, and foundations, were demolished.

The site is currently inactive. Large depressions onsite represent former stormwater basins (initially holding ponds with sludge; in 1990, these were decommissioned, contaminated soil was removed, and they were filled with imported soil), and a former turntable. The site also once housed a diesel shop, a machine shop, a roundhouse, service track area and some related laboratory and office buildings. There existed a large “debris pile” at the southeastern end of the site which was removed, though the soil in the area is still contaminated with heavy metals and hydrocarbons. There are tail tracks along the southwestern border currently leased to Metrolink, and an active Metrolink track right-of-way. The MRCA purchased and now holds the rights to a 12.5-acre multi-purpose easement within the G2 parcel owned by the City. Near the south end of the parcel, construction of a bike and pedestrian bridge, the Taylor Yard Bikeway/Pedestrian Bridge over LA River, is on-going and scheduled to be completed in 2021.

Due to the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) process, a Feasibility Study (FS) and Remedial Action Plan (RAP) were completed by UPRR, and approved by the DTSC. The FS and RAP were based on the assumption that the site would be developed for industrial use. Because the City intends to develop the site to serve as wildlife habitat, recreational open space, and to improve water quality, additional studies were completed in 2014. In early 2018, the City entered into a voluntary cleanup agreement with DTSC under the California Land Reuse and Revitalization Act (CLRRA) and completed studies to explore the feasibility of alternative land uses. To proceed with development of the Project site that incorporates wildlife habitat, public access, recreational open space, and water quality improvements, the City must prepare a revised cleanup plan, called a Response Plan under CLRRA, for DTSC review and approval. The Response Plan will ensure appropriate cleanup targets are met for the planned land uses. The Response Plan, a Human Health Risk Assessment (HHRA), and Feasibility Study will be prepared by a separate consultant. The City has prepared and DTSC has accepted a Report of Findings that is available on the DTSC site at:

[https://www.envirostor.dtsc.ca.gov/public/final\\_documents2?global\\_id=19470006&doc\\_id=60402786](https://www.envirostor.dtsc.ca.gov/public/final_documents2?global_id=19470006&doc_id=60402786)

## Project Description

The **Paseo del Río Project** (Project) is an early activation project at the G2 and Bowtie Parcels and the first project developed together by the Partnership. There are a number of projects being led by different agencies and in various stages of planning across the 100-acres of open space at Taylor Yard. The Partnership concept evolved from community and stakeholder feedback and the critical need for a coordinated planning and improvement approach across the 100-acre Taylor Yard site and the within the respective project teams. The Partnership seeks to ensure the community engagement efforts are both efficient and effective by coordinating project teams, meetings, and communications. Consolidated engagement efforts across projects benefit both the project teams and the community by necessitating fewer meetings and by simplifying communications between the project teams and the communities. Listening and ensuring the input and concerns from the community are heard by all project teams will be a key to successful partnering and developing long term community support for the all the projects across the 100-acre area.

Funding for the Project comes from three Proposition 1 grants provided by the Santa Monica Mountains Conservancy (SMMC) to the Partnership agencies. The Project shall address the unique and diverse needs of the region with a nature-focused restorative habitat and recreational open space along the Los Angeles River. This project will require a planning process that is based upon community engagement, prioritizes disadvantaged communities, and builds upon the existing Taylor Yard and other Los Angeles River planning efforts. The CE teams shall organize and facilitate informational project design focused outreach sessions in close coordination with the engineering and design teams designated to complete the projects, that truly engage various communities, demographics and age groups through active listening and dialogue, participation and education. The process shall serve to inform the Project through design and construction and will require extensive coordination with the Partnership.

The constructed Paseo del Río Project is planned to be on approximately 8 acres (approximately 6 acres on G2, and 2 acres on Bowtie) that will require remediation and then implementation of riverfront public access. It may include trails, native habitat, water quality improvement features, greenspaces, trail recreational opportunities, kayak launch and landing, gathering spaces or outdoor classrooms, restorative elements, and amenities, such as parking, access points, restrooms, gates, lighting, and interpretive elements. The Project will be implemented by the Partnership of the City, State Parks, and MRCA. Within the City and State Parks, respectively, the Bureau of Engineering (BOE) and Southern Service Center (SSC) will manage the Project's design, environmental planning, permitting, and construction. The public engagement component of the Project with the selected CE team will be contracted and managed by the MRCA and State Parks. in close cooperation with the Project's design teams.

## **Project Planning, Phasing, and Schedule**

The local communities surrounding Taylor Yard are already very engaged and justifiably concerned that any improvements be done safely and to benefit the residents that live there today. The Project is anticipating three phases of community engagement working closely with the community and stakeholders. **Phase 1** of the project will begin with information-sharing about the site, options, and overall design parameters to guide project improvements, including discussion of the site's brownfield history and potential cleanup remedies that may be paired with the design concepts. This phase will also include data gathering of community input and perspectives on information shared. This will align with the project's *Planning, Conceptual Design, and Pre-Design Report* phase.

**Phase 2** will transition to remediation education, describing the recommended design footprint and a suitable cleanup plan that the Department of Toxic Substance Control (DTSC) would approve within their planning process as well as supporting the CEQA process that will be led by City staff. This will align with the project's *Detailed Design and Environmental Review and Documentation* phase.

**Phase 3** provides on-going communications and venues for the project team and community to meet through the permitting process and construction. This will align with the project's *Bid and Award and Construction* phase. This project seeks to develop a legacy of successful interaction with the community that will lead to sustained involvement and support for upcoming projects across the 100-acre Taylor Yard site.

A separate consultant design team is being sought for design of the G2 parcel portion of the Project which will be led by BOE, with MRCA contributing in the effort. The design team will be selected through a Task Order Solicitation (TOS) by BOE and will be asked to develop concepts, design development, construction documents, and project administration during permitting and construction.

The design services for the Bowtie parcel portion of the Project will be managed by State Parks Southern Service Center. Concurrent design work at the Bowtie Parcel includes an overall conceptual design for the full 18-acre site as well as a Storm Water Management Demonstration Project. Community engagement for all three Bowtie projects will be expected to collaborate and coordinate with the CE team to ensure the Project along with other efforts, are presented as a cohesive overall vision. The CE team must collaborate and coordinate amongst the Partners and their teams to ensure cohesive design, quality, and a similar public experience across the parcels.

Figure 2 shows an organization chart of the current and proposed projects being led by the Partnership.



## Project Schedule

The following milestones are anticipated for the Project and assume a March 15 project start. Within submittal, please include a proposed timeline of specific tasks within each phase.

<b>MRCA Led Community Engagement Project Phase</b>	<b>BOE Led Implementation Project Phase</b>	<b>Anticipated Project Schedule/Duration</b>
Phase 1-Engagement during Pre-Design	Planning, Conceptual Design, and Pre-Design Report	<i>8 months</i> (develop CEP by May 15, 2021)
Phase 2-Engagement during Environmental Planning Process	Detailed Design	<i>14 months</i>
	Env. Review and Documentation	<i>9 months</i>
Phase 3-Legacy Building and Ongoing Communications	Bid and Award	<i>6 months</i>
	Construction	<i>14 months</i>

Project milestones will be further determined in collaboration with Partnership and the Project's associated design team. The Partnership reserves the right to modify the schedule.

## Roles

CE Team shall be responsible for:

1. Lead the community engagement effort including: Lead Outreach Firm manages including, Public Information Team, and Community Organizing Team.
2. Oversee all community engagement planning and activities to ensure proper execution, by all team members, to ensure community engagement objectives and values of Partnership are met. Key members of the CE team should also have strong ties to the community.
3. Development and execution of a Community Engagement Plan, which incorporates a community organizing component and its deployment.
4. Mobilize, identify and confirm members of the public and stakeholders for participation in community outreach meetings and events.
5. Plan, organize, and facilitation of engagement meetings including documentation of input.
6. Development of Materials, Handouts, and any other necessary documents, which may include edits and revisions by the Partnership and other stakeholders.
7. Providing language translation for meetings and outreach materials, as necessary.
8. Distribution and outreach services of public information, including public participation support for DTSC required tasks throughout Project.

9. Content development and management of website and social media.
10. Collaboration and strategic guidance to the Partnership throughout Project.
11. Technical review of draft documents for subject matter expertise.
12. Coordination of meetings with the Partnership.

The Partnership (MRCA, City, State Parks) shall be responsible for:

1. Collaborate and assist with outreach coordination and follow up with all organizations involved.
2. Coordination of meetings with the Partnership.
3. Coordination with additional non-governmental organization (NGO) partners.
4. Identification and development of technical information needed for project.
5. Provide and secure meeting space and platforms with amenities such as childcare and refreshments.
6. Point of contact and designated official public response to all media inquiries.

The Partnership envisions a committee being developed that is made up of nearby community members referred to as the Community Engagement Committee (CEC).

Partnership CEC shall be responsible for:

1. Review and approve Community Engagement Plan prior to implementation.
2. Coordination with 100-Acre Partnership and all other project partners.
3. Provide feedback and strategic guidance on Project.
4. Additional structure and responsibilities yet to be determined.

### **Strategic Advisors**

The Partnership may also separately procure strategic advisors to complement the CE team. One community engagement technical advisor that has been retained during Year One is the Environmental Protection Agency (EPA) funded NGO Groundwork USA (GWUSA). Working hand-in-hand with local residents through inclusive, community-driven processes, GWUSA projects plan and implement high-impact brownfield transformation and land-reuse projects in long-overlooked neighborhoods, transforming environmental liabilities into community assets. The Partnership has added GWUSA's expertise to benefit the full Partnership planning team and the CE Team. GWUSA has agreed to provide community engagement technical and brownfield assistance to the Partnership at no cost. GWUSA's expenses and staff time are completely covered through grants they receive from the EPA,

and a non-binding agreement executed by the MRCA engages them to serve in an advisory capacity.

The GWUSA staff assisting with the Project will not be in the forefront developing content or leading meetings, as that will be the role of the selected CE team that should have local ties to the community. However, the GWUSA staff will be important to strategically advising the engagement effort, principally with regards to successful brownfield redevelopment. GWUSA and their partners have significant experience working in low-income, non-English speaking, and communities of color. Their experience will bring to the CE Team a range of successful and culturally relevant practices such as: coalition building, hiring-for-benefit of young and old community members as project ambassadors, meetings completely held in Spanish with English translation, development of understanding who is not at the table and should be better included in the engagement process, and during Covid-19 restrictions the development of well-designed surveys, mailings, and campaigns to draw attention to their projects.

The scope of work for GWUSA includes providing technical assistance and feedback regarding the development of community engagement and outreach framework and plans; assist to develop concrete environmental justice and equitable development goals, milestones, and evaluation methods to weave into planning and developmental processes; serve in an advisory capacity during essential internal and community engagement team meetings; and provide equitable development and environmental justice-oriented feedback on key public-facing documents such as RFPs, engagement plans, and communications.

## 2 – Scope of Services

The MRCA requests that the selected CE team provide the following services. Respondents should supplement this list as they determine appropriate, however keep in mind that cost and value are selection considerations. All items shall be completed within the stated time frame. **The Partnership reserves the right to modify the scope of services at their discretion, including curtailment of some activities, to meet budget constraints and Project deadlines.**

The Partnership recommends that successful CE team candidates will have three technical specialties, including but not limited to an overall Lead Outreach Team, Public Information Team, and Community Organizing Team. The CE team should have a clearly designated Project Manager for these three technical specialties. Candidates may determine that they can provide these three distinct services through teams that provide multiple tasks, but it is the recommendation of the Partnership to separate this work as much as possible to create a highly capable and diverse team. Please submit an organizational chart for your entire proposed team.

Within the scope of the Project, the CE team's engagement should foster discussion and seek to provide guidance to the Partnership in the areas of design of the Paseo del Río greenway, full history of the site, brownfield restoration and environmental planning, equity strategies, programming of the future open space, and other culturally relevant practices.

### **Lead Outreach Team**

1. Leads development and recommends structure of the Community Engagement Plan (CEP) for the Project. Community Organizer (CO) will implement and execute CEP. The CEP shall utilize a community centric model with community organizers that is inherently community driven and seeks to engage all communities, particularly hard to reach audiences and traditionally overlooked and underserved populations and stakeholders, as well as other suggested innovative means for executing said plan.
  - a. The Partnership in collaboration with CE team will develop an effective CEP to ensure public participation and input to the Project. This plan shall describe the proposed outreach activities, suggest means for securing input—which should evolve based on circumstances related to COVID, meeting protocols, gatherings etc., identify key stakeholder groups, integrate online resources, describe survey(s), and specify the roles of NGOs and other partners. The document will identify project-related tasks, milestones, and timeline to guide the outreach effort, while recognizing the dynamics with the direction from the Partnership.
  - b. Shall be informed by local community plans and documents.
2. Manages CO and Public Information (PI) teams.
3. Coordinates with technical advisors, Advisory Councils, and the CEC.

4. Leads (or manages sub-consultant) facilitation of public meetings, events, input gathering that develop participation and community trust.
  - a. Input should be provided in variety of ways during Covid-19 restrictions and afterwards when no restrictions are likely to be in place, such as virtual and in-person community meetings, virtual focus groups, online surveys and questionnaires, and other alternative information-gathering and community-building activities.
  - b. Community Meetings/Events:
    - i. A minimum of six (6) dedicated community meetings to share information and gather public input shall be held during Phase 1. Three (3) sets of meetings (e.g. kickoff, information gathering/concept development, and review of concepts), with each held in multiple locations or through digital media, are recommended. The team shall facilitate the meetings and provide all required materials in conjunction with the Design Team.
    - ii. A minimum of three (3) dedicated community meetings to discuss environmental site cleanup and gather public input shall be held during Phase 2.
    - iii. A minimum of four (4) dedicated events to share project information and continue community involvement shall be held during Phase 3.
  - c. Additional meetings in the form of community gatherings, and/or tours shall be considered.
5. Community meeting locations will be determined with input from the Partnership, and other stakeholders. NGO partners shall provide publicity and recruitment for participation.
6. Works with CBOs and NGOs who will assist with outreach after community engagement team structure is composed.
7. Collaborates with and supports the Bowtie and G2 project teams (e.g. design, environmental, and information dissemination), in order for efficient and coordinated implementation of the Project.
8. Facilitation and support of outreach meetings including documentation of input.
  - a. Translation services: Spanish; some meetings should be conducted fully in Spanish, including all visual materials in Spanish with English translation also provided. If not available, interpretation in Spanish should be provided by a professional interpretation service, literal translation preferred.
9. Assist with outreach coordination, including CE and Partnership team regular attendance at adjacent neighborhood council and other community organization group meetings, and follow up with all organizations involved.

**Public Information (PI) Team shall be responsible for:**

1. Developing all digital content and printed materials for all community engagement aspects of project.
2. Coordination with Partnership & CEC, who will review and approve all content and materials prior to distribution and publishing.
3. Leading digital communication including graphic and marketing materials and maintaining the existing website Partnership website and creating and helping to manage new social media feeds, such as: Twitter and Instagram.
  - a. Publicize materials, physically and electronically, and solicit participation to their respective network and online database. Includes: newsletters, email blasts, online posting on social media platforms, posting on organization website.
  - b. PI team shall maintain the [100acrepartnership.org](http://100acrepartnership.org) website for the Partnership that allows users to learn about the project, see project updates and upcoming events, participate in surveys, and review Draft and Final Plan components. All content and design elements, for the website must be reviewed and approved by the Partnership before going live, unless authorization is granted. The website should be updated by the PI team throughout the Project's duration. MRCA will continue to host the website.
4. Creating materials, handouts, and any other necessary documents to support meetings and events.
5. Providing language translation for all materials and presentations, as necessary, including but not limited to Spanish. Translation cannot be verbatim, it must be thoughtful and use a cultural lens to convey meaning of the large expanse of technical terms within the project.
6. Providing relevant cultural messaging and communication.
7. Supporting DTSC in providing communication materials for environmental documentation and related tasks.
8. Initial point of contact and support to Partnership's designated official contact for all public and media inquiries.
9. Providing general strategic guidance to CEC and CE team.

## **Community Organizing**

1. Community Organizer and Field Team comprised of local community members
  - a. Undergo outreach for the Project, Phases 1-3. Outreach shall be done by ways described in CE plan and pursuant to Covid-19 restrictions, including but not limited to, attending local events, meetings, neighborhood councils, other community organization groups, youth/adult activities, central community meeting/gathering points and institutions, existing meetings/events, as well as neighborhood canvassing.
  - b. Utilize existing infrastructure of community organizations.
2. Solicit input from members of the public through mobilization efforts for project participation. .
3. Coordination with NGO partners.
4. Re-envisioning canvassing.
  - a. Undergo outreach at existing events in and throughout designated geographic area and communities adjoining the Bowtie and G2 parcels, as well as the Rio de Los Angeles State Park.
  - b. Mobilize community members to participate in the stand-alone community meetings and/or specific meetings held for the Project.
5. Work with the community to build a partnership that will improve confidence to achieve quality of life improvements through state and local climate/environmental existing goals. Partnering with communities, stakeholders and regulation entities to ensure site safety and usability by providing information, transparency, creating realistic expectations, and noting/addressing community concerns.
6. Build momentum and legacy that support future phases of Taylor Yard.
7. Field team shall be responsible for undergoing outreach and engagement to provide information regarding the project to the community and to solicit input from communities within project geographic area for the Project.
8. Lead organizer in collaboration with the CE plan will be responsible for identifying existing areas best fit for field team to conduct outreach; existing places of gathering, meetings, central community focal points where outreach shall be conducted by field team to provide project information, undergo outreach and solicit input from community members at these central community locations, as well as provide outreach and awareness for meetings specific to the project. Covid-19 strategy and post-Covid-19 strategy, should evolve with circumstances and subject to LA County health protocols and code resurrections.

### 3 – Proposal Requirements

Please provide the following information in your proposal:

#### 1. Cover Letter

- a. Describe the CE team’s approach to your work, including communication process, project management, and quality control.
- b. Name members and roles of the proposed team.
- c. Describe project understanding, including complexities and services requested.
- d. Note any certifications as a disadvantaged business enterprise.
- e. Describe all prior participation with a Partnership project by firm and/or key personnel, whether or not firm contracted directly with MRCA, if applicable.

#### 2. Qualifications and Background

- a. Provide concise, 1-2 page descriptions of comparable projects now in progress or completed within the last five (5) years for which members of the team provided similar services. These descriptions should demonstrate the team’s experience relevant to the project described in this RFP.
- b. Provide a CE team organization chart with clear indication of roles and titles, and clear indication of percent of person time that will be available for this project.
- c. Provide the following information, to the extent such documents already exist:
  - i. List of names and contact information for clients for which services were performed during most recent projects (up to three).
  - ii. Samples of the services performed including the scope and cost.
- d. Provide specific information on the firm’s litigation history, in the last five years, of termination for default, litigation by or against the firm, and judgments entered for or against the firm.

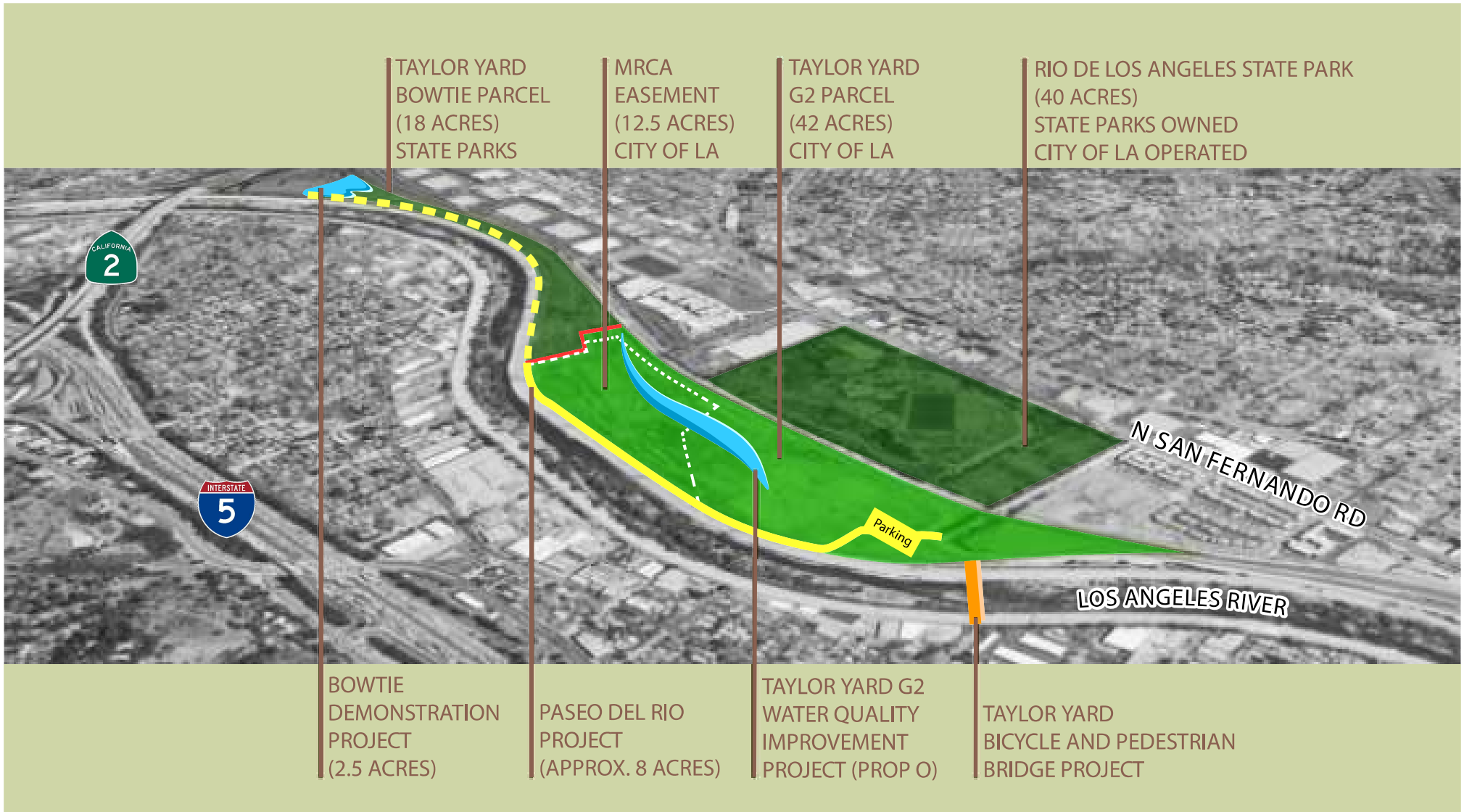
#### 3. Proposed Budget and Fees

- f. Provide proposed budget and fee structure. Proposal format should follow example below, with one line-item per type of activity. Each line item should include anticipated quantity or time (budgeted) for a project of this size/complexity and the proposed unit prices for each.

*Example:*

<u>Item</u>	<u>Estimated Qty.</u>	<u>Unit Cost</u>	<u>Estimated Total</u>
Principal	X Hrs.	\$X/Hr =	\$X
Technician	X Hrs.	\$X/Hr =	\$X
Supplies	X	\$X/Each =	\$X
Equipment	X Hrs.	\$X/Hr =	\$X
Trip Charges	X	\$X/Each =	\$X





**Figure 1: Project Area Map**

# Project Organization

## 100 Acre Partners

**California State Parks**

**City of Los Angeles**

**Mountains Recreation and  
Conservation Authority  
(MRCA)**

**Bowtie Parcel**  
*18 Acres*

**Rio de Los Angeles State Park**  
*40 Acres*

**G2 Parcel**  
*42 Acres (Including 12.5-acre MRCA Easement)*

**Active Recreation  
Improvements Project**

### Paseo del Río Project

Los Angeles River greenway activating the River's edge along Bowtie and G2

**Long-term Design**  
Conceptual Design of  
entire 18-acres

**Implementation and  
Feasibility Report**  
Exploring long-term site plan at G2

**The Nature Conservancy  
Bowtie Demonstration Project**  
Water quality improvement  
project daylighting storm drain

**Taylor Yard Bicycle and  
Pedestrian Bridge Project**  
Providing cross-River  
connection to Taylor Yard

**Taylor Yard G2 Water Quality  
Improvement Project (Prop O)**  
Water quality improvement project daylighting storm drain

**Figure 2: Project  
Organization Chart**