

**APPLICATION FOR COMMUNITY BASED ORGANIZATIONS  
SEATTLE COMPREHENSIVE PLAN UPDATE  
OFFICE OF PLANNING AND COMMUNITY DEVELOPMENT  
NOVEMBER 8, 2021**

**APPLICATION TIMELINE**

Proposals due December 20, 2021

**CONTRACT TYPES**

Organizations are invited to apply for one of two categories:

- 1. Engagement partnership and policy recommendations**  
Up to \$30,000
- 2. Engagement and information gathering**  
\$5,000

**ELIGIBILITY**

501(c)(3) non-profit organizations or a licensed business entity (for example: LLC or Corporation)

**CONTACT**

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**GOALS AND PURPOSE**

The Office of Planning and Community Development (OPCD) would like to ensure that the major Update to the City's Comprehensive Plan reflects and responds to the needs of Seattle's communities, particularly BIPOC and other marginalized groups. To do this, we will be centering our outreach process in equitable engagement. One way we want to meet this goal is by partnering with community-based organizations (CBOs) or other community partners, such as local businesses, to co-create and implement an engagement plan that advances our goal of drafting a racially equitable and socially just Comprehensive Plan Update.

OPCD has budgeted \$70,000 to award to community-based organizations or businesses to engage with communities the City has traditionally underserved.

**Updated (December 5, 2021):** Good news! Through the 2022 budget, more funding has been allocated to support community engagement for the Comprehensive Plan. As a result, OPCD will be able to resource additional partnerships with community organizations and small businesses in this effort.

Community organizations are invited to submit proposals to help OPCD:

- Share information about the Comprehensive Plan Update with community members
- Engage with their communities around the Comprehensive Update, gathering feedback about elements of the plan that address community interests and needs. We want to hear how they envision the City growing over the next 20 years, including how the Plan can support complete, resilient, and inclusive neighborhoods.

- Co-create outreach strategies that will allow OPCD to engage Seattle’s communities both broadly and deeply. CBOs will work closely with OPCD to tailor individual engagement tools and strategies that can best engage their communities.
- Summarize and process feedback received from their community, which could include key issues, goals and values, and potentially specific policy recommendations, as they relate to the Comprehensive Plan Update.

## PRIORITIES

We will prioritize applications from organizations that serve Black, Indigenous, People of Color, limited-English communities, immigrants/refugees, people with disabilities, East Africans, Asian Pacific Islanders, Latinx, people with low-incomes, LGBTQ+, unsheltered individuals, youth, and other groups who have historically been marginalized in policy making processes.

## ELIGIBILITY FOR CONTRACT

- Organizations must be non-partisan.
- 501(c)(3) non-profit organizations or a licensed business entity (for example: LLC or Corporation)

## FUNDING AVAILABLE

A total of \$70,000 in contracting opportunities are available to community organizations. Capacity for additional funding may become available as the Plan update moves forward. Applicants may apply for only one contract type.

### 1. Engagement partnerships and policy recommendations –Up to \$30,000

Contracts will be awarded to organizations that provide a scope with activities and strategies for collaboration on the Seattle Comprehensive Plan Update through **January 2023**.

### 2. Engagement and information gathering – \$5,000

Contracts will be awarded to organizations that provide a single or series of event(s) intended to contribute qualitative or quantitative data to the Seattle Comprehensive Plan Update. Events must be completed by **September 2022**.

## TIMELINE

- Optional information sessions (will be held online).
  - **November 19, 1-2 PM**
  - **December 2, 6-7 PM**

Please let us know if you need an interpreter or translator at least one week in advance. Email [Lizzie.Moll@seattle.gov](mailto:Lizzie.Moll@seattle.gov) to receive the link to the information session.

Fill out this survey to get the invitations for the upcoming information sessions: <https://forms.office.com/g/RXRmzcNtMq> .

- **December 20, 2021** - Proposals are due by 4:00pm.
- **January 2022** - Notice of award.
- **January 2022** – Awardee kick-off (will be held remotely).
- **September 30, 2022** - Outreach activities must be completed for Engagement and Information Gathering contracts (\$5,000).

- **January 15, 2023** – Contract closes (unless amended earlier) for Engagement Partnership and Policy Recommendations contracts (up to \$30K).

## SCOPE OF WORK

### Engagement Partnerships and Policy Recommendations

#### Scope for up to \$30,000

Term of agreement: January 2022-January 2023

Community based organizations (CBOs) will participate in Comprehensive Plan Update activities in coordination with OPCD staff. OPCD staff are available to support the CBO's activities and will work with the organization to create materials and standard templates for recording input. CBO tasks include:

- Project management
  - Participate in planning meetings with OPCD staff and leadership, staff from other CBOs, and external stakeholders such as individual community members and public and non-profit partners
  - Communicate with OPCD project manager and staff by email, phone, and/or surveys/forms to provide input and feedback on project direction, strategy, and logistics
  - Review and provide feedback on materials such as meeting agendas and notes, communications
  - Monthly billing and invoicing
- Planning for engagement within communities
  - Create an engagement plan to demonstrate how you would broadly reach those within your community
  - Identify community members who are or could be interested in the project (those with specific expertise or knowledge of the Comprehensive Plan as a whole, or major elements, e.g., Transportation, Climate/ Environment, Housing, Economy, etc.)
  - Actively contribute to (co-create) the design of, and lead the implementation of, engagement project activities
  - Articulate how and when OPCD staff can assist in the process
  - Share information with the community about the Comprehensive Plan
  - Gather qualitative and/or quantitative data to inform the Comprehensive Plan Update, using tactics such as:
    - Focus groups or other group conversations
    - Social media outreach
    - One-on-one conversations or interviews
    - Engagement through art
    - Surveys (created in collaboration with OPCD staff)
    - Location based outreach where folks are already gathered such as:
      - Community festivals or gatherings
      - At regularly occurring meetings or groups
      - Third place outreach (a space that is neither home nor work, such as community coffee shops or informal community gathering places). Other gathering places might include:
        - P-patch gardens
        - Farmers Markets

- Food banks
  - Transit hubs
  - Community centers
  - Houses of faith
  - Other culturally appropriate methods
- Implement engagement plan
  - Schedule meetings and/or events, set agendas and develop any necessary materials (in coordination with OPCD staff). OPCD staff is available to provide feedback and assistance as needed.
  - Share engagement plan with OPCD staff prior to implementation.
  - Take notes and provide feedback & deliverables to OPCD. Feedback includes both
    - Ongoing feedback (monthly basis) on the engagement project itself.
    - Ongoing feedback gathered from the community via the engagement projects (monthly basis).
- Provide engagement report that contains:
  - A summary of engagement feedback to inform Comprehensive Plan Update to highlight where there is consensus on element-specific priorities and where there are areas of tension/disagreement.
  - Recommendations for policy and strategy related to Comprehensive Plan Update that are reflective of and responsive to community feedback on Plan elements. Note: prior to creation of recommendations, OPCD is available to CBO for post-engagement plan debrief to help craft policy recommendation.
  - An appendix to summarize outreach and engagement approach (who we met with, events/activities, etc.) and any surveys, interviews, comment forms, or other documents that provide input to OPCD. This includes both raw data and a summarized form.
  - Translation of information gathered or summaries of what was learned into English if engagement was done in a language other than English.

Expected number of hours to participate in project management for the above activities is 3-10 hours per month. Anticipated number of hours to develop and implement an engagement plan will vary. Anticipated to also have multiple events/continued ways to engage and an engagement plan for the year.

## **Engagement and Information Gathering**

### **Scope for up to \$5,000**

Term of agreement: January 2022-September 30, 2022

Community based organizations (CBOs) will participate in Comprehensive Plan activities with OPCD staff. Tasks include:

- Participate in planning meetings with OPCD staff and leadership, staff from other CBOs, and external stakeholders such as individual community members and public and non-profit partners.
- Share information about the Comprehensive Plan with the community

- Gather qualitative and/or quantitative data to inform the Comprehensive Plan Update, using tactics such as:
  - Focus groups or other group conversations
  - Social media outreach
  - One-on-one conversations or interviews
  - Engagement through art
  - Surveys (created in collaboration with OPCD staff)
- Location based outreach where folks are already gathered such as:
  - Community festivals or gatherings
  - At regularly occurring meetings or groups
  - Third place outreach (a space that is neither home nor work, such as community coffee shops or informal community gathering places). Other gathering places might include:
    - P-patch gardens
    - Farmers Markets
    - Food banks
    - Transit hubs
    - Community centers
    - Houses of faith
  - Other culturally appropriate methods
- Translation of information gathered or summaries of what was learned into English if engagement was done in a language other than English.

Expected to have one large event or multiple smaller meetings or activities. This event (or events) should help structure the allocation of time spent by the CBO. The event can be virtual or in person. It should attract both those the CBO has interacted with over the course of engagement, as well as other members of the community who might be interested in the specific focus of the event. For example, if a CBO is engaged with door-to-door outreach and tabling, these discussions should also be used to draw additional attendance at a single larger event or multiple smaller community meetings.

## SUBMIT A NARRATIVE: QUESTIONS AND CRITERIA

Please submit a narrative answering the following questions. Proposals will be selected and funded based upon the degree to which the narrative meets the following criteria.

**Please limit narratives to 5 total pages.**

Engagement partnerships and policy recommendations		
Section	Questions for you to answer:	What we're looking for:
Who is in your community? (15 points)	What are the populations of people with whom you will be working?	What is the diversity of your community? Examples include BIPOC communities, immigrant and refugee populations, low-income communities, people experiencing homelessness or housing insecurity, individuals who were formerly incarcerated, people living with disabilities, women and female-identifying populations, LGBTQIA+ communities, youth, aging adults, displaced and/or communities in high-risk displacement neighborhoods, and Other (please specify)?
How is race centered in your organization? (10 points)	Within the community you serve, how does your organization currently serve and interact with Black, Indigenous, or other People of Color (BIPOC)?	How embedded is your organization within BIPOC communities? Please explain the services, relationships, and other interactions that your organization has with BIPOC communities within the area in which you work.
Where do you work? (5 points)	Does your organization primarily work within a specific geography? If so, which neighborhood(s)?	Scoring based on organization's service to neighborhoods with a high displacement risk (see <a href="#">Seattle 2035 Growth and Equity analysis</a> ) and/or displaced communities with a tie to Seattle.
Staffing (5 points)	What are the roles of the staff and/or volunteers who will be implementing engagement activities and participating in providing feedback to OPCD staff?	Does the staffing and internal structure demonstrate that your organization is equipped to implement your proposed engagement activities within your communities as well as communicate these deliverables effectively to OPCD staff?
Engagement Scope (30 points)	What are your strategies for engagement for the Comprehensive Plan Major Update? (See one pager for more information)?	Is the engagement plan well thought out and complete?  Does it demonstrate creativity, adaptability, and demonstrated

	<p>What activities and strategies will help us gather information to develop policies to achieve a racially equitable and socially just growth strategy to shape Seattle’s communities for the next 20 years?</p> <p>How would you develop activities around OPCD’s <a href="#">equitable engagement ethos</a>, which seeks to lift up the voices of marginalized voices in shaping policies that address the disproportionate burdens placed on marginalized populations?</p> <p>How would you like to engage within your communities as well as with OPCD staff? Specifically, how will this work help us reduce barriers and address inequities in our growth policies and in our outreach and engagement approach?</p>	<p>expertise to effectively engage community members?</p> <p>Does your organization identify specific strategies and plans that address the unique needs of the different communities you serve? Are your deliverables tangible and meaningful—can they be used by OPCD staff to guide the creation of a Draft Comprehensive Plan Update?</p>
<p>Budget (10 points)</p>	<p>What is your budget for these engagement activities?</p>	<p>Does your organization demonstrate knowledge of effective and realistic engagement strategies within budget? Does your budget have enough detail to justify compensation?</p>
<p>Tracking (10 points)</p>	<p>How will your organization track and evaluate the effectiveness of its strategies?</p>	<p>Does your organization clearly outline how it will track the results or effectiveness of strategies?</p> <p>Does your organization demonstrate a good sense of metrics (either quantitative or qualitative)? Metrics for deliverables can include items such as outreach logs, surveys, conversation documentation (video, written summaries with direct quotations, etc.), and laying the groundwork for continued community involvement with future steps in the engagements process (mailing list and secure data collection such as email addresses and phone</p>

		numbers to be used for future engagement action).
Vision and Perspective (15 points)	<p>How does your organization bring an important perspective to the Seattle Comprehensive Plan Major Update? Specifically, what aspect of the Comprehensive Plan do you feel your organization can seek to influence through community engagement?</p> <p>How can your organization advance OPCD's <a href="#">equitable engagement ethos</a> in its engagement with communities?</p>	<p>Scoring based on vision and demonstrated understanding of the Seattle Comprehensive Plan Update. For a more detailed explanation of the elements addressed within the Comprehensive Plan, see the 1 pager.</p> <p>We would like to understand how your engagement with your communities will center the voices of marginalized communities and lift up the perspectives of these group as they relate to one or more specific element of the Comprehensive Plan (see <a href="#">equitable engagement ethos</a> &amp; Comprehensive Plan 1 pagers for more detail).</p>

#### HOW TO SUBMIT A PROPOSAL

**By email (preferred). Must be received by 4:00pm on December 20<sup>th</sup>, 2021.**

Email: [michael.hubner@seattle.gov](mailto:michael.hubner@seattle.gov)

**By mail. Must be received by December 20<sup>th</sup>, 2021.**

Mail the proposal to:  
Office of Planning & Community Development  
Attn: Michael Hubner  
600 4<sup>th</sup> Ave Floor 5  
Seattle, WA 98104

#### RESOURCES AVAILABLE TO ORGANIZATIONS

If organizations have questions about the application process, staff are available by email at [aja.hazelhoff@seattle.gov](mailto:aja.hazelhoff@seattle.gov). E-mail us your contact information if you would like to keep-in-touch about any updates to the contract process.

Staff will remain available to organizations throughout the duration of the contracts and may require a monthly check-in.

Existing program materials, such as translated documents, will be provided free of charge to organizations.

#### HELPFUL HINTS

**Q: What are some examples of how my organization could be involved?**

Deliverables could include:

- CBO staff input on the Comprehensive Plan Update which could include:
  - Policy direction for individual elements of Comprehensive Plan
  - Plan look, feel, content scope, and organization
- Providing written feedback from community related to individual plan element(s)
- Partnership in developing data collection tools and approaches
- Qualitative and quantitative data to inform the Comprehensive Plan from CBO staff and/or with additional community members with tactics such as:
  - Focus groups/community meetings (in person or online, with OPCD staff)
  - Workshops (in person or online, with OPCD staff)
  - Social media outreach
  - One-on-one conversations
  - Surveys

**Q: How do I know how much money I should ask for?**

Consider comparable pay rates, add up staff time for engaging in activities as well as regular meetings with City staff. We suggest that staff is paid \$50.00-\$75.00 per hour.

Also consider how much money you would need per “event” to do outreach for the event, provide interest for folks to attend the event, and for any materials or location rentals.

**Q: What is your current policy on COVID-19 vaccines?**

Mayor Executive Order 2021-08: COVID-19 Vaccination Requirements for City Contractors

*An Executive Order requiring City of Seattle contractors and volunteers be fully vaccinated from COVID-19 if their work involves being on-site or requires interaction with the general public. We are working on an implementation plan and more details will follow.*

By December 5, will have vaccine attestation forms and more information around who is required to be vaccinated.

## OPCD CBO Proposal Cover Sheet

Please note that all documents provided to the OPCD are subject to the Washington State Public Records Act. If a member of the public requests any of the documents submitted with this proposal, the City will be required to release them, in whole or in part.

**Applicant organization/group name:**

**Address:**

**City, state, zip:**

**Website:**

**Leader of the applicant organization/group:**

**Title:**

**Email:**

**Phone:**

**If the project is being managed by a different person, please also give us the following information.**

**Name of project lead:**

**Title:**

**Email:**

**Phone:**

**Preferred language for communication:**

### NONPROFIT OR BUSINESS ENTITY STATUS

**Is your organization an IRS 501(c)(3) nonprofit organization? Yes No**

**Is your organization registered as a licensed business entity (for example, LLC or Corporation)? If so, what type of business license:**

### STAFF AND VOLUNTEERS

**Does your group have paid staff? Yes No**

**If yes, how many full-time staff? How many part-time staff?**

**Does your group have volunteers? Yes No**

**If yes, how many volunteers?**

**What is your overall project budget?**

**How much funding are you requesting (specify amount in only one category)?**

Up to \$5,000 (for engagement and information gathering) **Please specify amount:**

Up to \$30,000 (for engagement partnerships and policy recommendations) **Please specify amount:**

#### **COMMUNITY SERVED**

**Neighborhoods:**

**Communities:**

**Languages:**

**Estimated reach:**

#### **PARTNER ORGANIZATIONS**

Is your organization planning to partner with other organizations to complete the work described in this proposal? **Yes No**

If yes, provide the name of the organization(s) and dollar amount that will go to each.

#### **PROPOSAL CHECKLIST**

Proposal cover sheet

Narrative

Current IRS 501(c)(3) letter or proof of legal business

#### **(DECEMBER 5, 2021) MAYOR'S EXECUTIVE ORDER 2021-08 VACCINATION REQUIREMENTS FOR CITY CONTRACTORS**

The Consultant, by submitting its Proposal, agrees that it will comply with Mayor's Executive Order 2021-08, regarding COVID-19 Vaccination Requirements, and that it will require its workers, service providers, subcontractors, suppliers, and their workers to comply as well. Furthermore, the Consultant shall submit the City provided Vaccine Attestation form no later than the contract execution date. During the performance of the Work, Consultant shall provide an updated Vaccine Attestation form upon the City's request.

The Executive Order and Vaccine Attestation Form are incorporated herein and are available at: [www.seattle.gov/contractorvax](http://www.seattle.gov/contractorvax)

All costs related to the Mayor's Executive Order shall be considered included with or incidental to other Cost items.

