

Sterling Bay



December 23, 2024

RE: REQUEST FOR PROPOSAL (RFP) – STRATEGIC COMMUNITY ENGAGEMENT CONSULTANT
HERITAGE SQUARE PROJECT
401 E. Lakewood Street, Durham NC
10-acre multiphase redevelopment

RELEASE DATE: December 23, 2024

RESPONSE DATE: January 15, 2025

GENERAL INFORMATION

Heritage Square Portfolio, LLC (“HSP”) is the developer of a 10-acre lab, office and multifamily redevelopment project, located at 401 E. Lakewood Street.

This RFP is soliciting proposals for Strategic Community Engagement services to help communicate project updates, assemble community recommendations and propose enterprising partnerships with members of the Hayti community and neighboring areas.

The project is committed to the inclusion of Durham-based M/W/V/LGBT/BDE and businesses.

PURPOSE

The purpose of this request for proposal is to solicit and select a Durham-based experienced, solutions-driven collaborator, who will utilize her/his/their expertise and networks to maximize community outreach and engagement.

SCOPE OF WORK AND DELIVERABLES

Since June 2022, HSP has been engaged in a series of stakeholder meetings, designed to introduce its brand to the local market, to listen to community concerns and ultimately work collaboratively to help stimulate economic and quality of life opportunities for community members.

Engagements have included: City of Durham, North Carolina Central University, Downtown Durham, Inc, Hayti Reborn, Hayti Heritage Center, Durham County Economic Development Division, the National Institute of Minority Economic Development, St. Mark AME Zion Church, Durham Tech, Phoenix Crossing

and Phoenix Square, St. Joseph AME Church, Greater Durham Chamber of Commerce, Discover Durham, Fayetteville Corridor Planning Group, and the Durham Business & Professional Chain.

In October 2024 HSP announced the pursuit of rezoning, which will maintain current use plans and simply address geotechnical issues that have been discovered. Community meetings are required, as a part of the rezoning process.

The following scope of work represents the anticipated activities and deliverables to be provided by the consultant:

- Proposing and managing the grassroots marketing strategy for the next wave of community meetings
- Coordination and facilitation of community meetings (including in-person, virtual and charrette)
- Researching and recommending community partnership opportunities
- Guidance and facilitation of subcontracting and workforce development outreach event(s).

TIMELINE

The anticipated schedule is as follows (however it is subject to change):

- Community Meetings – February and March 2025
- Engagement of contracting and work force communities – Q4 2025/Q1 2026

All proposals should include a proposed budget and execution timeline. The budget shall be broken into four separate line items, as listed below and each section should have a full description of the proposed services included within that line item. Proposals which set forth a proposed budget in excess of \$30,000 will be deemed non-responsive to this RFP. We are seeking creative proposals that can deliver the scope of work in a cost-effective manner, without compromising quality.

1. Deliverable 1 - Proposing and managing the grassroots marketing strategy & budget for the next wave of community meetings
2. Deliverable 2 - Coordination and facilitation of community meetings (including in-person, virtual and/or charrette)
3. Deliverable 3 – Researching, recommending, and coordinating community partnership opportunities.
4. Deliverable 4 - Guidance and facilitation of subcontracting and workforce development outreach event(s).

PROPOSAL INSTRUCTIONS

Proposals submitted must be presented in the format provided below and clearly show responses in the appropriate designated sections. Respondents should submit their proposals via email as instructed.

1. Name of the proposed consultant and name of the representative submitting the proposal. Include all contact information.

2. Describe your expertise and specific consulting approach when partnering with the contracting entity and community stakeholders. Please articulate what makes your approach unique and effective. Describe your experience with facilitating charrettes and any experience with curating subcontractor/workforce development outreach events.
3. Illustrate your experience working specifically with Durham residents, businesses, institutions, & stakeholders, particularly in the Hayti community.
4. Identify three (3) business references that can speak to your community engagement track record.
5. Provide a timeline and fee schedule.

EVALUATION CRITERIA

The proposals received will be evaluated based on the following criteria to determine each respondent's qualifications. The order does not indicate relative ranking.

1. Demonstration of competence, technical expertise, overall community engagement experience.
2. Demonstrated record of responsiveness and quality of services provided to prior companies/organizations, as provided through feedback from business references.
3. Estimated level of effort, total cost, and a proposed timeline to complete deliverables.
4. Responsiveness to the RFP, including clarity and organization of responses, clear presentation of experience and approach to ensuring the items listed in the scope of work and deliverables are fully met.

Issuance of this RFP in no way constitutes a requirement to award a contract. HSP reserves the right to reject any or all bids or portions of bids received in response to this RFP, to request modifications or clarification of any part of a proposal, or to cancel this RFP if it is in its best interest to do so. HSP (i) may reject any bid if it is considered incomplete or conditional, contains irregularities, or does not meet qualifications, requirements, or specifications, (ii) is not bound to accept the lowest proposal or obligated to give a reason for rejecting any or all proposals, and (iii) has prepared this RFP in good faith. To the extent permitted by law, HSP excludes any liability (whether in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFP. Prospective consultants are advised that nothing in this RFP, or in any communication between HSP and any other party, shall be taken as constituting a contract, agreement or representation between HSP and/or any other party, except upon the execution by HSP and any such prospective consultant of HSP's standard form of consulting agreement. Failure to furnish all the information may disqualify the proposal.

FINAL EVALUATION AND SELECTION

Based on a review of the written responses, the HSP review team may request a meeting with the consultant to further discuss their bid submission. The consultant that best matches the qualifications and objectives will be selected to execute all or portions of the scope of work.

PROPOSAL CONTACT INFORMATION

Questions can be submitted to info@heritagesquaredurham.com

The full proposal must be submitted via email to info@heritagesquaredurham.com no later than 5:00 pm EST on Wednesday, January 15, 2025.