



REQUEST FOR PROPOSAL
FOR
DIVERSITY, EQUITY AND INCLUSION CONSULTANT(S)

City of Roseville, Minnesota
2660 Civic Center Drive
Roseville, MN 55113

Release Date:	September 15, 2020
Proposal Must be Received No Later Than:	12:00 p.m., Tuesday, September 29, 2020 City of Roseville Administration Department 2660 Civic Center Drive Roseville, MN 55113



I. REQUEST FOR PROPOSAL NOTICE

Notice is hereby given that the City of Roseville requests proposals for **Diversity, Equity and Inclusion Consultant(s)** until 12:00 p.m., Tuesday, September 29, 2020.

Two hard copies* clearly labeled **RFP Diversity, Equity and Inclusion Consultant(s)** should be forwarded to the City at the following address:

City of Roseville
Administration Department
2660 Civic Center Drive
Roseville, MN 55449

**The City will accept one hard copy and one electronic copy in lieu of the above.*

Please note that no formal opening of the proposals will take place.

Proposals will be evaluated and the successful vendor will be determined and approved by the City Council. The City reserves the right to reject any or all Proposals, and to select the vendor, benefits and services that best meet the needs of the City and its employees.

Inquiries should be directed by e-mail to Rebecca Olson, Assistant City Manager at Rebecca.olson@cityofroseville.com no later than **Friday, October 9, 2020**. You may request a copy of the RFP in Word format.

Schedule: (dates are estimates and subject to change)

DATE	ACTION ITEM
September 15, 2020	RFP Issued
September 29, 2020	Proposals Due by 12:00 p.m.
September 30 – October 7, 2020	Review of Proposals
October 12-16, 2020	Potential Interviews
October 26, 2020	City Council Consideration/Approval of Award
November 1, 2020	Contract begin date

II. Summary

The City of Roseville seeks proposals from qualified consultants to support the City's continued efforts to embed a racial equity lens within day-to-day work of city business by providing immediate, on-going and long-term actions the city can take; advise on community engagement components as a means to ensure key city strategies are targeted and intentional to have maximum impact in closing the gap among key indicators of success and full civic engagement for diverse communities, and to build upon the city's foundational work already started in this area to ensure sustainable structure, actions and on-going work continues.

III. City Overview

The City of Roseville has an area of 13.84 square miles is a diverse community. The area of present day Roseville was home to local bands of the Dakota Nation. As the land of the Northwest Territory was progressively divided into US states and smaller territories, Native American communities were removed to clear the way for white settlers to homestead and farm the land. As land was subdivided, restrictive covenants were used to prohibit non-whites, non-Christians, and other minority groups from owning property in Roseville. Although enforcement of such provisions has been banned in Minnesota since 1953, they – along with widespread discriminatory practices in mortgage lending and insurance – necessarily contributed to racial segregation in Roseville by explicitly limiting the housing choices available to people of color.

In 2019, Roseville's population was estimated at 36,644 people. Roseville, like many other communities around the state and country, is experiencing a demographic shift toward an aging population. Although younger residents are moving into the city, Roseville still trends older overall than the County median age. In addition, income disparities exist along racial lines in Roseville. The median household income for households with a white member is above \$60,000, while the same value for households with Hispanic/Latino or Black membership is below \$40,000 annually. As with household income, looking at poverty in Roseville through the racial equity lens tells a more nuanced story. Whereas six percent of the white population in Roseville lives in poverty, poverty is the reality for nearly 20 percent of both the black and Hispanic/Latino population, 35 percent of the Asian population, and more than half of the American Indian population.

Similar to other nearby communities, Roseville is seeing an increase in racial diversity among its residents. According to the 2018 American Community Survey, individuals identifying as a race other than white accounted for 24 percent of the population, and the city continues to see this trend continuing. The data from the Roseville Area Schools for 2016 demonstrate this trend with fewer than 50 percent of students enrolled identifying as white.

The city operates under a council-manager system with the City Council consisting of an elected mayor and four additional elected members who appoint a city manager to handle the day-to-day operations of the city.

The city government is organized into 7 departments; Administration, Community Development, Finance, Fire, Parks and Recreation, Police and Public Works. Each of these departments is led by a Department Director or Manager. The City Manager oversees each of these departments.

IV. Background

The city recognizes that racial inequities in access and opportunity, and across key indicators for success, are deep and pervasive for communities of color. The city also recognizes that government – at the local, state and federal level- has played a historical role in creating and maintaining racial inequity through a wide range of laws and policies controlling who could vote, who could be a citizen, who could own property, where one could live, where children could go to school and more. These historical racial inequities persist today and are demonstrated through issues such as underperforming schools, disproportionate contact with our criminal justice system, limited formation and growth of minority-owned businesses and concentrated poverty among others.

The city also knows that other groups continue to face structural barriers to successful outcomes and continue to be marginalized including women, immigrants and those discriminated against based on sexual orientation, disability, or other protected classes. Through a racial equity framework, the city works to ensure targeted strategies to dismantle structural barriers impacting communities of color as a means to improve outcomes for all communities.

The City of Roseville has been working for several years to address equity and inclusion within its practices, and programs. In 2018, a group of city staff participated in a year-long cohort training with the Government Alliance on Race and Equity (GARE). This included a structured curriculum that focused on strategies that normalize conversations about race, operationalize new policies and cultures, and organize to achieve racial equity. The purpose and intent of staff participation in GARE was to build internal capacity around the issues of racial equity. The GARE team is working to normalize the conversation around race and equity within the organization through developing a foundation of shared understanding and language for all staff through training.

Since that time, the city has developed a [Racial Equity Action Plan](#), adopted a Respect and Inclusion statement and Racial Equity Narrative, and has undertaken several other initiatives aimed at reducing systemic racism, increasing equity within the organization and community, and developing inclusive policies, practices and engagement. Applicants can find out more about specific recent actions by visiting the city website www.cityofroseville.com/Racial-Equity.

In addition, in 2017 the city merged the Human Rights Commission and the Community Engagement Commission to create a Human Rights, Inclusion and Engagement Commission which is an advisory commission to the City Council. The scope, duties and functions of the commission are to:

Evaluate – The commission shall review and evaluate on an ongoing basis the City’s outreach efforts, policies, activities and engagement opportunities to ensure the best and the most equitable practices are being used to engage residents and businesses with the work of the City.

Advise – The commission shall advise the city council on strategies to improve outreach and communication and increase engagement, equity and inclusiveness in the City’s efforts to foster a sense of community with residents and businesses.

Engage – the commission may engage residents and businesses through city council-approved programs, events and projects that support the commission’s purpose.

This commission has focused on developing an Engagement Toolkit or Best Practice guide for staff to use when developing, designing and implementing engagement and outreach activities. The goal is to ensure that engagement and outreach are targeted, intentional and reach those individuals who have historically been marginalized or underrepresented.

V. Scope of Work

The City of Roseville seeks a person or team to consult and provide recommended actions that can be implemented to achieve the objectives listed below. Overall, the city is seeking a customized plan suitable to the City of Roseville’s needs, relevant tools and best practices, recommended trainings, and consultant’s help to design strategies that support and engage community members in various diversity initiatives.

We believe the work will engage all levels and areas of the organization, from frontline staff to the GARE team, and City Leadership, including the City Council. We do not assume or expect that this work will be sequential as listed below, but rather, it may likely overlap in several areas.

The Scope of Work includes all items listed below.

1. ACTION PLAN: Review, evaluate and recommend key strategies for the city’s Racial Equity Action Plan.

The consultant shall review the current Racial Equity Action Plan to ensure strategies are appropriate for intended outcomes. The city is seeking to add a full-time Equity and Inclusion Manager as part of the 2021 City Manager recommended budget. The Racial Equity Action Plan will serve as a foundation and focus of work for this position. Ensuring that the goals, outcomes, objectives and community indicators (performance measures) are appropriate is key to success.

- a. The consultant will be expected to explicitly identify opportunities for improvement with suggestions regarding how to operationalize those improvements.

2. ENGAGEMENT: Advise and recommend outreach strategies to engage key stakeholders to ensure the strategies outlined in the Racial Equity Action Plan are targeted, intentional and have maximum impact.

The city desires to engage the community at-large in order to inform residents and stakeholders of the content and goals within the Racial Equity Action Plan as it relates to the community as a whole, as well as to foster dialogue about the challenges and opportunities involved in implementing the plan. The ultimate goal is to ensure stakeholders have an opportunity to help inform implementation of the external strategy as well as to build awareness of the plan within the community.

- a. The consultant will be expected to review, evaluate and advise on the Human Rights, Inclusion and Engagement Best Practices guide for engagement to ensure it has

appropriate strategies to reach targeted audiences. This Best Practices guide, along with recommendations from the consultant will be used to develop an Engagement Plan which the city can implement to ensure key stakeholders have an opportunity to inform implementation of the external strategies as well as build awareness of the plan.

3. **CAPACITY BUILDING: Provide expertise to build staff capacity and support the city's efforts to embed a racial equity lens within day-to-day work.**

The selected consultant will work closely with the GARE team and other key staff including Department Heads and the City Manager. The consultant is expected to build staff capacity, and empower staff to apply a racial equity lens specifically in two areas: **policy review and engagement strategies.**

The city is seeking advice and recommendations from the consultant on the following items:

- a. Provide advice and recommendations on building an internal structure for the on-going work of the GARE team(s). This could include the use of external resources as well.
- b. Recommend a systematic approach to review policies to ensure that they do not have disparate impact on residents, businesses, and other stakeholders. This approach should include identifying staff positions and an organizational structure.

VI. Services and Tangible Work Deliverables

1. **Action Plan:** The city's Racial Equity Action Plan sets forth a vision for how the City of Roseville can ensure a welcoming community for all. The plan makes an intentional effort to address historical and systemic racism in government processes, policies and programs. The consultant will be responsible for providing a final version of the city's Racial Equity Action Plan which will include implementation strategies, timelines, performance measures and intended outcomes.
2. **Engagement:** The consultant will review and recommend improvements to the Human Rights, Inclusion and Engagement Best Practices Guide, and help develop and prepare an Engagement Plan to engage key community stakeholders as outlined in Section IV (3).
3. **Capacity Building:** The consultant will provide a minimum of one training/workshop for key staff members (including the GARE Team, Department Heads and City Manager) on the following topic: *How to integrate a racial equity lens into your team's daily workflow.* In addition, the consultant will provide coaching techniques, tips, and/or resources for supervisors to embed a racial equity lens in day-to-day work for their teams. These resources shall include racial equity analysis tools that can be used to assist in integrating racial equity into routine decision making, and which can subsequently be applied to programs, policies and initiatives.
4. **Written documents and training materials:** The consultant will have the ability and latitude to produce written documents in the form of PowerPoint presentations; training materials; summarizing documents that articulate key take-aways from meetings; recommendations to inform future strategic decision making; among other materials which are high-quality, easy to understand and professionally presented.

- 5. Value Added Component:** If you feel that this RFP has not identified a critical component that will support the City's continued efforts and you feel that your firm could add value to this process with additional scope, please identify that component and the additional cost to provide that change of scope.

VII. Hours and Location of Work

The services are expected to occur both in-person, and remotely (by phone, email, electronic meetings, etc.) The city realizes that the COVID-19 pandemic may have an impact on the ability to provide services in-person and will work with the consultant(s) to ensure health and safety are a priority.

VIII. Proposal Requirements

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

- 1. Cover Letter** – Must include the name, address, and telephone number of the consultant or firm, and must be signed by the person authorized to represent the consultant or firm. Cover letter should include the contact information for the person designated to respond to the RFP, and name and qualifications of those individuals who will be employed in the work. Identify only individuals who will do the work on this project.
- 2. Organization & Personnel Qualifications** – Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope. Provide a description of the project team including qualifications, relevant experience, and contact information for each team member. Identify the project manager, and any key personnel. If team of consultants, explain how team may have previously worked together.

Applicants must exhibit an understanding of the role of municipal government in advancing racial equity, how to apply a racial equity lens to the planning and implementation of policies, procedures and programs, how to build employee capacity to apply a racial equity lens and operationalize racial equity tools, and opportunities to advance racial equity. Respondents must be well-versed in community engagement, and have demonstrated skills in consensus building.

- 3. Scope of Work Description** – The scope of work proposed by Applicant should include a general project schedule that identifies tasks, activities, deliverables, and milestones the applicant proposes to carry out for the project and a time of completion for each. Applicant should provide an overview of their recommended approach to each of the 3 areas listed under Scope of Work. The overview should include, but not be limited to: how the project(s) will be managed and scheduled, communication and coordination, and the overall approach to racial equity consultation.

4. **References** – Provide at least 3 professional references which include contact information and a narrative that outlines the scope of work performed for the reference listed.

5. **Cost Proposal** – Cost proposal must list the hourly rates for each personnel used to perform the task and total number of hours estimated for each of the components of the Scope of Work. In addition, any other costs associated with completion of the work must be listed.

IX. Evaluation Criteria

The City of Roseville will evaluate respondents based upon the written response to this RFP; consultant interviews; references; and any other information requested by the City of Roseville.

Proposals will be evaluated on the following criteria:

Criteria	Description	Weight
Expertise	Technical, lived and personal expertise of personnel assigned to RFP tasks; ability to perform and complete the work in a professional and timely manner.	35%
Skill	Demonstrated qualifications and experience in this work, including the ability to affect real change, and having performed similar services for other organizations.	25%
Approach	Consultant’s understanding of and approach in providing RFP services. Responsiveness and completeness of the proposal and any value added component.	10%
Cost	Cost or cost effectiveness and resource allocation	15%
Minority-Owned Business	Preference is given to firm/consultant owned or operated by Black, Indigenous, Person of Color (BIPOC) or designated DBE.	15%
	TOTAL	100%

X. Review and Selection Process

A panel of City of Roseville staff, community members, along with a member of the Human Rights, Inclusion and Engagement Commission will evaluate all proposals. The panel will schedule interviews with selected firms if necessary. The panel will recommend the selection of the consultant to the City Council. Interviews will be conducted via the Zoom platform and recorded. The recorded interview will be made available on our website.

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XI. General Disclaimer of the City

This RFP does not commit the City of Roseville to award a contract. This RFP and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by and Applicant to this RFP, shall become the property of the City and may be subject to public disclosure by the City or any authorized agent of the City.