

SCOPE OF WORK

On behalf of the Citizens' General Obligation Bond Oversight Committee (CGOBOC), the Office of the Controller is seeking a qualified firm to provide consulting services to identify best practices in community engagement. The goal of this project is to determine effective community engagement strategies that the City and County of San Francisco (City) could implement to ensure quality outcomes, specifically as they relate to the planning and designing of the City's General Obligation Bond Programs' construction and capital projects. The City greatly values citizen input and community engagement, as they are vital components for the City's construction planning and decision making. Determining best practices in community engagement is important for ensuring effective strategies and delivering quality outcomes for all stakeholders.

The scope of work for this project involves comparing the City's community engagement policies and practices against those of other jurisdictions to identify best practices and opportunities for improvement. The Contractor will issue a written report that addresses the following key tasks:

1. **Describe Community Engagement Principles:** The Contractor will define and describe the concept and practice of community engagement, including the principles and frameworks for effective community engagement and a definition for what quality outcomes mean within the context of community engagement.
2. **Describe Community Engagement Practices in San Francisco:** The Contractor will describe the City's current policies and practices for engaging communities and soliciting public input, specifically as they relate to the City's General Obligation Bond Programs' construction and capital projects. The Contractor will describe how the City solicits and processes community input, as well as evaluate the relationship between community input and the City's final decisions. In addition, the Contractor will use the 2008 Clean and Safe Neighborhood Parks Bond Program as a case study to describe community engagement practices in the City. Further, the Contractor will identify the requirements pertaining to the City's current public input solicitation practices (i.e., relevant codes, laws, mandates, or provisions requiring public input solicitation) as they relate to the City's General Obligation Bond Programs' construction and capital projects.
3. **Identify Community Engagement Best Practices:** The Contractor will identify, research and survey at least five comparable jurisdictions to determine community engagement best practices. In identifying comparable jurisdictions, the Contractor will consider such factors as population density, governmental structure (e.g., city, county, or city and county), complexity, geography, input from City staff, previous benchmarking efforts by City entities and agencies, and other variables for comparison (e.g., those based on information from entities such as the National League of Cities, National Association of Counties, and/or League of California Cities). The Contractor will then collect information on and conduct a survey of these comparable jurisdictions to identify approaches, techniques and strategies for effective and successful community engagement.
4. **Recommend Community Engagement Strategies:** Based on the results of its best practices review and survey, the Contractor will recommend a roadmap of strategies and detailed plans

for how to implement effective community engagement, taking into consideration the City's political, operational, and civic environment. The Contractor will assess and report on the political and policy implications and feasibility of implementing these recommendations within the City context and provide practical and actionable recommendations. At a minimum, these recommendations will address the following questions:

- a. What approaches, techniques, and strategies should City departments use in order to effectively obtain and process community input, specifically as they relate to soliciting community input on construction and capital projects?
- b. What is the appropriate level of community engagement to ensure quality outcomes?

The Contractor will submit the following deliverables:

Deliverable	Description of Deliverable	Target Completion Date	Estimated Number of Hours	Not-To-Exceed Deliverable Budget
1.1	Written monthly status reports to CSA. Status reports should include tasks performed, actual and milestone dates, and any performance and completion issues.	Monthly	XX	
1.2	Written Project Work Plan. The work plan should include an explanation of the methodology to be followed to perform the services required in the Scope of Work. The work plan should also include time estimates for each significant segment of the work and the staff to be assigned.	July 2012	XX	
1.3	Written Draft Survey. The draft survey should include a list of the recipient jurisdictions.	August 2012	XX	
1.4	Written Final Survey. The final survey will include a list of the recipient jurisdictions.	August 2012	XX	
1.5	Written Draft Report. The Draft Report will include an Executive Summary and Methodology, as well as relevant sections addressing all aspects of the Scope of Work.	September 2012	XX	
1.6	Written Final Report. The Final Report will include an Executive Summary and Methodology, as well as relevant sections addressing all aspects of the Scope of Work.	October 2012	XX	
1.7	Presentation of Results to CGOBOC and City staff.	October 2012	XX	
Total for Agreement			XXX	\$XX,XXX