

Community Engagement for Parks and Trails: *Consulting Services Agreement*

Presentation to the Fresno City Council

October 13, 2016

Danielle Bergstrom, Special Policy Advisor | Office of the Mayor and City Manager



OVERVIEW

- Request to approve a Consulting Services Agreement with Bertz-Rosa Strategy and Design for \$172,757 for community engagement to support parks and trails infrastructure investment within the City
- Scope of work focused on developing a communications, branding and outreach strategy to ensure residents have opportunity to shape priority investments coming out of the Parks Master Plan (PMP) and Active Transportation Plan



OVERVIEW

- The Active Transportation Plan and Parks Master Plan contracts focus on:
 - Assessing current park and trail conditions;
 - Analyzing feasibility of adding park and trail capacity;
 - Costing out additional facilities; and,
 - Soliciting enough stakeholder input to inform the vision and development of their respective plans.
- The Active Transportation Plan contract includes \$60,500 for community engagement of a total \$234,500 award
- The Parks Master Plan contract includes \$20,000 for engagement and an additional \$5,500 for translation services of a total \$449,995 award



OVERVIEW

- Why the Administration bid the comprehensive outreach separately from the ATP and PMP contracts:
 - Integrate outreach on both trails and parks systems
 - Hire a specialty team that does nothing BUT earned/social media, branding, and grassroots outreach
 - Allow the technical experts, WRT and Fehr and Peers, to do what they do best (assembling and costing out technical plans)



ALIGNMENT WITH PARKS MASTER PLAN AND ACTIVE TRANSPORTATION PLAN

- This contract focuses primarily on resident engagement citywide through canvassing, public meetings, and earned media – with a target of a minimum of 1,000 new residents actively engaged on parks and trails
- PMP and ATP community engagement focused primarily on stakeholder engagement with a few public workshops to solicit feedback; no earned media and little social media
- All consulting teams will be working closely together to integrate existing feedback into branding strategy and outreach plan for the Bertz-Rosa Team's work



SELECTION PROCESS

- Two teams were selected for in-person interviews – chosen because of local presence and familiarity with Fresno stakeholders
- Bertz-Rosa Design and Strategy found to be uniquely qualified for three reasons:
 - Significantly more experience in the Fresno market
 - Proposal included a specific plan and budget for citywide canvassing and grassroots engagement that will lead to a database of 1,000 new residents engaged on parks and trails infrastructure implementation, a requirement listed in the RFP
 - Significantly more experience in marketing, communications, community outreach, and public relations



COST CONTROL

- The initial scope was reduced by roughly \$70,000 to reach the \$172,757 figure requested for award today
- Original scope was paired down to eliminate paid media, email newsletters, blog posts – all of which are not critical to engagement targets
- Original scope also paired down to simplify stakeholder database management process, further reducing costs
- Over half of contract is in direct community outreach (roughly \$90,000) which is necessary for direct grassroots engagement

