

LEGISLATIVE SUMMARY
Mayor's Office of Capital Projects

Consulting Services to Establish a Consistent and Effective Public Engagement Program for the Mayor's Office of Capital Projects

Ordinance No: 260-2024

Legislative Purpose: Authorizing the Director of the Mayor's Office of Capital Projects to enter into a two-year contract with professional consulting firm City Architecture, Inc. for the purposes of establishing and executing a consistent and effective public engagement coordination program in support of projects administered by the Mayor's Office of Capital Projects.

Project Summary: The Mayor's Office of Capital Projects (MOCAP) released a Request for Proposal for the establishment and execution of a "MOCAP Public Engagement Coordination Program" (the Program) in December 2022. City Architecture, Inc. was selected through this competitive process but a contract has not been executed due to inability to use general obligation bonds for this type of consulting services if not associated with a specific upcoming capital project(s). This funding issue has been resolved with the identification of general fund dollars.

Currently, public engagement for MOCAP projects are coordinated by their respective division. Each manager in that division determines the amount and type of public engagement needed for their projects, if any, and then plan and execute that public engagement strategy to their best ability.

The Program will consolidate all public engagement activities conducted by MOCAP into a single process that results in consistent, predictable, and meaningful public engagement.

In the establishment phase, City Architecture will establish a high-level framework to guide all public engagement based on the International Association for Public Participation's Spectrum of Public Participation. This spectrum was designed to assist in determining the level of suitable public engagement, including: inform, consult, involve, collaborate, or empower.

Moreover, the framework will outline a methodology to determine the level of public engagement needed for a range of project sizes and scopes. And thereafter, recommend the appropriate corresponding elements of public engagement, such as creating a project website, using social media, holding public meetings, and/or additional engagement tools.

The establishment phase will also outline the methods and processes to accurately and comprehensively document all received public comments for a project, and the most impactful method to solicit public engagement through the Mayor's Office of Communications.

Once the program is established, City Architecture will support MOCAP on three rounds of projects to test the engagement framework. During the first round City Architecture will lead with MOCAP support, during the second round both teams will co-facilitate, and during the third round the MOCAP team will lead with City Architecture support. City Architecture will also recommend which components of the program should be performed by MOCAP after the two-year contract and which components, if any, should be performed by a vendor or consultant. City Architecture will also determine best practices for website updates, social media posts, and press releases.

Cost: Not to exceed \$300,000

Attachments: City Architecture Services Proposal