

City of San Diego Trails Master Plan Outreach & Engagement

Project Information and Application Guide

JULY 2024



A dirt path winds through a field of tall, golden-brown grasses. In the background, there are dense green trees and a clear blue sky with a few wispy clouds. The scene is brightly lit, suggesting a sunny day.

Interested organizations are invited to apply to carry out community engagement activities to inform the City of San Diego's Trails Master Plan and provide the services described in the Scope of Work. The purpose of this document is to provide project information and guidance on how to apply.



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About the Project and Scope of Work

Background

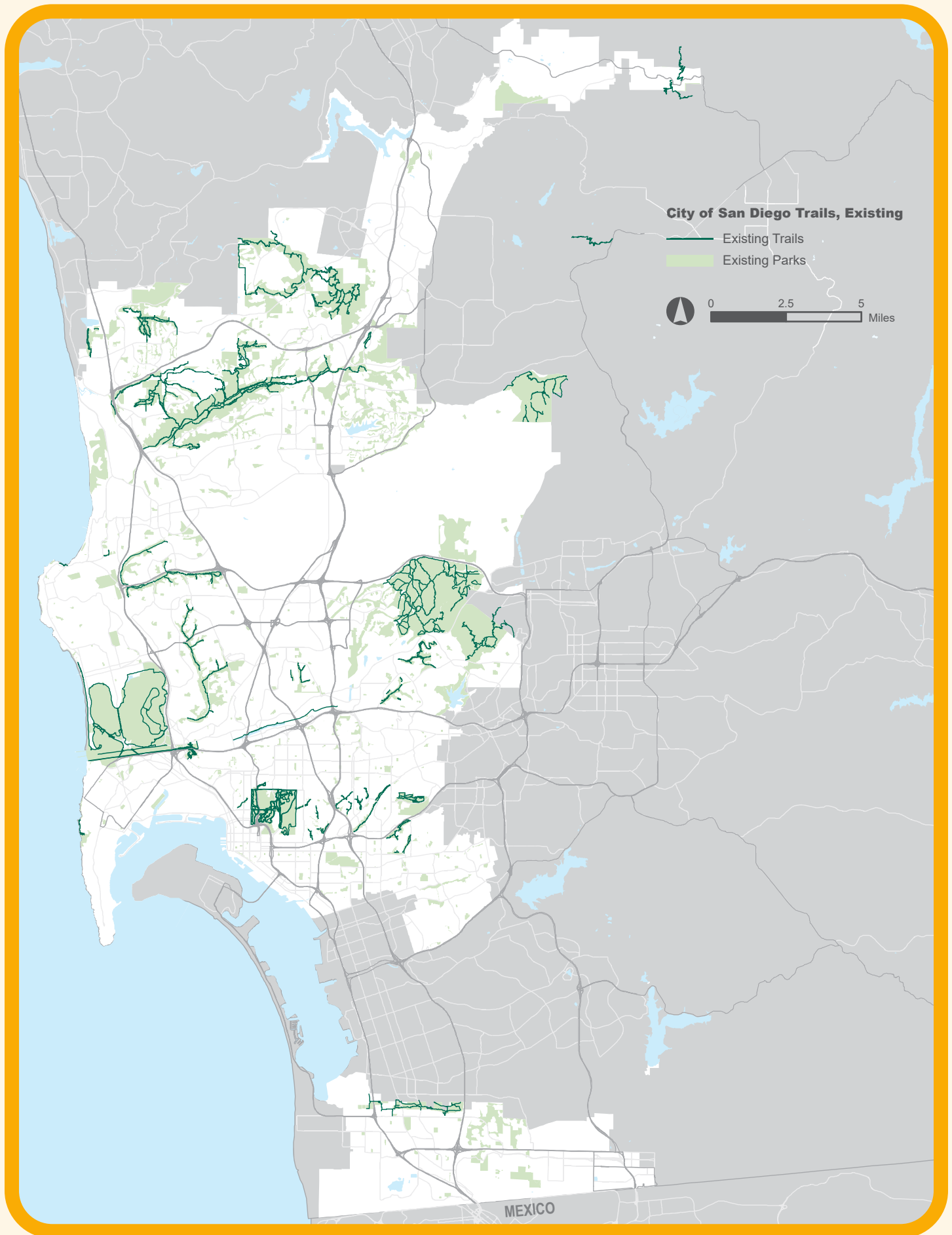
The City of San Diego (City), in partnership with WRT Planning & Design (WRT), is dedicated to ensuring meaningful and equitable involvement with community members during outreach and engagement activities to inform the development of the Trails Master Plan. The City and WRT will engage community members citywide to ensure that our outreach program is inclusive, diverse, and well-represented throughout the planning process.

The Citywide Trails Master Plan has been identified as a critical implementation item within the Parks Master Plan to establish a framework to guide equitable and sustainable design, enhancement, and implementation of existing and new trails throughout San Diego. The Trails Master Plan will provide a comprehensive plan for both natural and urban trails and pathways to connect communities with safe and enjoyable walking/rolling and biking connections while respecting and enhancing the overall natural environment.

This application is a call to community-based organizations (CBOs), non-profits, and grassroots advocates that are working within the recreational sphere, either with a citywide and/or region-specific focus. The City will collaborate with Applicants to implement outreach and engagement activities and events, as well as serve as a resource to support the implementation of activities. Up to \$25,000 per organization will be available to three San Diego-based organizations to support this process – further enabling organizations to gather community input.



Map of City of San Diego Existing Trails and Park Space





Scope of Work

The purpose of the scope of work is to define the tasks, timeline and specific deliverables the Applicant will perform. This scope of work will be conducted in two phases:

Phase One: August through Mid-September 2024

Phase Two: Anticipated Late 2024 through June 2025

Phase One

Task One: Community-Based Engagement Coordination

The Applicant will attend a kick-off meeting with the project team. In addition, the Applicant will attend weekly coordination meetings with the City and WRT to share updates on outreach and engagement activities, lessons learned, and provide input on the Outreach and Engagement Strategy and outreach materials. Applicants will help ensure the voices of people in areas of greatest needs are amplified throughout the life of the project.

The City will share information about the Trails Master Plan, the steps in the planning process, and city decision-making processes during these meetings to facilitate and ensure accurate information sharing when communicating with the public.

Deliverables

- Attend kick-off meeting
- Attend three weekly coordination meetings

Anticipated Staffing/Hours

The Applicant will assign one staff member to attend the kick-off meeting and coordination meetings. It is estimated that completion of this task will take eight hours of staff time.



Task Two: Review Outreach and Engagement Strategy and Materials

The Applicant will review and comment on the City prepared Trails Master Plan Outreach and Engagement Strategy (Strategy). Input should focus on equitable community engagement practices.

The Applicant will also collaborate with City to review and provide input on outreach and engagement materials to ensure that they are understandable, engaging, relevant to their respective communities, and provided in languages to ensure that community members with low English proficiency can participate.

Deliverables

- Review and comment on Outreach Strategy
- Review and comment on outreach materials

Anticipated Staffing/Hours

The Applicant will assign one staff member to review and comment on the Strategy and materials. It is estimated that completion of this task will take three hours of staff time.

Task Three: Field Survey

The Applicant will participate in a Field Survey with City staff to assess and document existing conditions of all official City trails. Applicants will also be required to attend a training prior to conducting field surveys.

Deliverables

- Participate in training for Field Survey
- Conduct Field Surveys with City staff

Deliverables

The Applicant will assign staff members to attend the Field Survey training session and conduct Field Surveys with the City. It is estimated that completion of this task will take approximately 160 hours of staff time.

Task Four: Hike Audits

The Applicant will work with the City to conduct community Hike Audits of the trails in their communities. The purpose of the Hike Audit is to inform community members about the Trails Master Plan and gather input about their experiences and assessment of the trails in their area. The Applicant will be responsible for widely publicizing these events. This includes distributing flyers in neighborhoods near trails and making announcements at regular group meetings, newsletters, and social media platforms to notify the community.



Deliverables

- Distribute flyers and door hangers in selected neighborhoods advertising Hike Audit
- Widely publicize upcoming Hike Audit events
- Staff and coordinate Hike Audits with City

Anticipated Staffing/Hours

The Applicant will assign staff members to distribute flyers for the Hike Audit and to staff and coordinate Hike Audits with the City, It is estimated that completion of this task will take 10 hours of staff time.

Task Five: Administration and Reporting

Invoices - Applicants shall provide monthly invoices on the fifth of every month listing services provided and staff time expended to be compensated in a timely manner.

Activity Report - Applicants shall complete and submit an Activity Report Form upon the completion of a Hike Audit, including a document compiling public input. The form is provided by the City and is linked above.

Final Report - The Applicant will provide a final report, which will be an overall summary of the outreach/engagement effort and input received from community members by each Applicant. A template for the final report will be provided and approved by the City. As part of the Community-Based Engagement Team, Applicants will participate in a final meeting to collaborate and produce a collective “lessons learned” document.

Deliverables

- Provide monthly invoices for work conducted.
- Complete and submit the online [Activity Report Form](#) for the Hike Audit and ensure all information pertaining to the activity is provided within 14 days of completing the event.
- Upload document compiling public comment(s) received to [Activity Report Form](#).
- Provide a Final Summary Report, in a template to be provided by the City, outlining engagement efforts conducted, key insights from community members recommended engagement techniques, and lessons learned.
- Participate in Community-Based Engagement Team Roundtable meeting to create a collective “lessons learned” document.

Anticipated Staffing/Hours

The Applicant will assign one staff member to compile and submit invoices to the City and complete the Activity Report Form. It is estimated that completion of this task will take three hours of staff time.



Phase Two

Task One: Community-Based Engagement Coordination

The Applicant will attend monthly coordination meetings with the City and WRT to share updates on outreach and engagement activities, lessons learned, and provide input on outreach materials. Applicants will help ensure the voices of people in areas of greatest needs are amplified throughout the life of the project.

The City will share information about the Trails Master Plan, the steps in the planning process, and city decision-making processes during these meetings to facilitate and ensure accurate information sharing when communicating with the public.

Deliverables

- Attend approximately six monthly coordination meetings

Anticipated Staffing/Hours

The Applicant will assign one staff member to attend coordination meetings. It is estimated that completion of this task will take nine hours of staff time.

Task Two: Review Outreach Materials

The Applicant will review and comment on City prepared outreach and engagement materials to ensure that they are understandable, engaging, relevant to their respective communities, and provided in languages to ensure that community members with low English proficiency can participate.

Deliverables

- Review and comment on outreach materials

Anticipated Staffing/Hours

The Applicant will assign one staff member to review and comment on materials. It is estimated that completion of this task will take three hours of staff time.



Task Three: Outreach and Engagement Events

Applicants will participate in and ensure that upcoming City-hosted outreach and engagement events are widely publicized, including an in-person City-hosted Open House and a virtual Community Meeting. CBO contacts must be notified of upcoming events at least ten days in advance through regular group meetings, newsletters, social media, and other means as identified. Applicants also shall advise on what languages are spoken in their respective communities and what materials should be translated.

Deliverables

- Provide wide publication for in-person Open House
- Participate in in-person City-hosted Open House
- Ensure wide publication of upcoming virtual Community Meetings
- Participate in City-hosted virtual Community Meeting

Anticipated Staffing/Hours

The Applicant will assign one staff member to provide notification for both events, and staff members to participate in each event. It is estimated that completion of this task will take 15 hours of staff time.



Task Four: Administration and Reporting

Invoices - Applicants shall provide monthly invoices on the fifth of every month listing services provided and staff time expended to be compensated in a timely manner.

Activity Report - Applicants shall complete and submit an [Activity Report Form](#) upon the completion of the in-person Open House and virtual Community Meeting, including a document compiling community input. The form is provided by the City and is linked above.

Final Report - The Applicant will provide a final report, which will be an overall summary of the outreach/engagement effort in both phases and input received from community members by each Applicant. A template for the final report will be provided and approved by the City. As part of the Community-Based Engagement Team, Applicants will participate in a final meeting to collaborate and produce a collective lessons learned document.

Deliverables

- Provide monthly invoices for work conducted.
- Complete and submit the online [Activity Report Forms](#) for the in-person Hike Audits, Open House and virtual Community Meeting and ensure all information pertaining to the activity is provided within 14 days of completing the event.
- Upload documents compiling public comment(s) received to Activity Report Form.
- Provide a Final Summary Report, in a template to be provided by the City, outlining engagement efforts conducted, key insights from community members, recommended engagement techniques, and lessons learned.
- Participate in Community-Based Engagement Team meeting to create a collective lessons learned document.

Anticipated Staffing/Hours

The Applicant will assign one staff member to compile and submit invoices to the City, complete the Activity Report Forms, compile the Final Report, and participate in the final CBO Team meeting. It is estimated that completion of this task will take ten hours of staff time.



How to Apply

The Applicant must meet eligibility requirements and submit an application to be considered.

Application

The application deadline is Sunday, August 4, 2024, at 11:59 p.m. PST. Applications must be submitted online at [this link](#). Late submissions will not be accepted.

WRT will host virtual Office Hours sessions on Tuesday, July 23rd from 4 PM-6 PM and Thursday, July 25th from 10 AM-12 PM to answer any questions that Applicants may have. These sessions are not mandatory. Sign up for Office Hours [here](#).

Interviews for shortlisted Applicants will take place on August 13, 2024. Applicants will be notified in advance if they are selected for an interview. Awarded applicants must be prepared to begin the contract on August 26, 2024.

For a full list of application questions and the information you'll need to complete the application, download and review the [Application Preview](#).

Eligibility Requirements

Applicants must ensure they meet all the following minimum qualifications before submitting an application:

You are:

- A grassroots advocate,
- Community-based organization, or
- Nonprofit organization.

Applicants do not need to be registered as an official nonprofit organization or have any other legal status.

You have:

- Capacity to convene and engage community members, especially low-income, minority, and limited English proficiency populations to get meaningful public involvement from these groups.
- The resources, staff, and time to handle various outreach and data-collection tasks such as field surveys, flyer distribution, hike audits, community events, and others described in the Scope of Work.
- Ability to receive funds via stipends, a sponsor, or directly through a nonprofit invoice.



Evaluation Criteria

The City of San Diego is looking for a diverse mix of organizations to support outreach and engagement for the Trails Master Plan. Applicants will compete under one of three categories:

- Nonprofits with a legal status
- Community-based organizations (CBOs)
- Grassroots advocates

The criteria outlined below will help inform the selection of organizations.

| Criteria | Possible Points |
|--|-----------------|
| Experience working/advocating in any of the following: <ul style="list-style-type: none"> • Trail-based recreation such as hiking/rolling, cycling/mountain biking, and equestrian uses. • Other types of open space recreation such as environmental education, environmental stewardship, and other nature-based activities. • Natural resource conservation/protection/restoration and/or climate resiliency/adaptation. • Recreation focused on serving minority groups such as youths, older adults, persons with disabilities/limited mobility, the LGBTQ+ community etc. • Planning for walking/rolling, biking and taking transit | 6 |
| Experience with equitable community outreach and engagement. | 4 |
| Experience working on planning issues in San Diego. | 2 |
| Staff diversity pertaining to: <ul style="list-style-type: none"> • Ethnicity (1) • Gender (1) • Bilingual capabilities (1) | 3 |
| Applicant's ability to execute an equitable community engagement program as described in the Scope of Work. What types of education methods has your organization used in the past to engage with community members? Why do you want to support the development of the City of San Diego's Trails Master Plan and how does this work align with your organizations mission? | 15 |
| Total Possible Points | 30 |



Terms and Conditions

Under contract with the City, WRT will subcontract with three organizations whose proposals are the most advantageous considering the evaluation criteria and other relevant factors.

The contract will be subject to the terms and conditions outlined in this application and any subsequent negotiations between WRT and the selected organization.

WRT reserves the right to reject any or all proposals received in response to this application.

Resources

[Biodiverse SD](#)

[Park Planning Documents](#)

Contact Information

If you have questions please contact Kristen Byrne, Byrne Communications:

Phone: +1 619 208 2499

Email: kristen@byrne-comm.com