



# Raleigh

## MEMO

TO: Ruffin L. Hall, City Manager  
CC: Marchell Adams David, Assistant City Manager  
FROM: Larry M. Jarvis  
DEPARTMENT: Housing and Neighborhoods  
DATE: April 27, 2020  
SUBJECT: Community Engagement Consultant Contract

### Introduction

At the February 4, 2020 City Council meeting staff was directed to create an informal solicitation process to identify a consultant with expertise in community engagement to prepare recommendations that would revolutionize the community engagement process in the City of Raleigh. It was noted that the opportunities for engagement should be many and varied in order "to meet residents where they are" and to significantly improve the ways the City obtains input from all members of the community. A specifically stated goal was to ensure an inclusionary, participatory democracy in which residents have multiple opportunities to engage as partners and co-creators of the future of the City of Raleigh.

### Issue

After considering the qualifications of three potential service providers, staff recommends contracting with ML Fearn LLC. The firm's principal, Mickey Fearn, proposes a three phase process over a 10 month period at a total contract amount not to exceed \$72,000.

Phase 1: Five months, \$40,000

- Task 1: Kick-off
- Task 2: Stakeholder Analysis, Inventory, Discovery, Research, Exploration
- Task 3: Continuous Learning and Capacity Building
- Task 4: Citizens as Co-creators
- Task 5: Synthesis of data and lessons learned from the Inventory, Discovery, Research

Phase 2: Three months, \$20,000

- Task 1: Identification of options: Identify desired option. Determine what has worked. Next Steps/Implementation coaching. Design Community Engagement Function(s)

Municipal Building  
222 West Hargett Street  
Raleigh, North Carolina 27601

One Exchange Plaza  
1 Exchange Plaza,  
Raleigh, North Carolina 27601

City of Raleigh  
Post Office Box 590 • Raleigh  
North Carolina 27602-0590  
(Mailing Address)

- Task 2: Closure, reports and next steps

Phase 3: Two months, \$12,000 (not to exceed)

Ongoing coaching, capacity building and facilitation services during the initial phases of project implementation activities.