

Request for Proposal

Diversity, Equity, and Inclusion Consulting Services

Work scope elements related to Internal Policies, Outreach, and Communications

- RFP issued by Go Lloyd -

September 21, 2021

Go Lloyd is seeking a qualified diversity, equity, and inclusion consultant to engage with its staff to train, education, and establish a thoughtful DEI policy that will become the foundation for refreshed programs and service offerings. An outgrowth of this work will be to engage a broader and more diverse audience, building trust within these communities to better understand their needs and to see how (or if) Go Lloyd can assist within the context of its mission.

About Go Lloyd

Go Lloyd is a small non-profit transportation management association (TMA), based in the Lloyd neighborhood of Portland's inner eastside. The TMA is a public-private partnership made up of neighborhood employers, developers, building owners, and government entities can work collectively to establish policies, programs, and services to address local transportation issues and foster economic development.

TMA's are traditionally established within a limited geographic area to address the specific needs of their members. Go Lloyd is a place-based private 501(c)6 nonprofit organization with five employees.

Go Lloyd was founded in 1994 as the Lloyd District Transportation Management Association (TMA). In 2014, the Lloyd District TMA changed its name to Go Lloyd to reflect an expanded focus on the economic development aspect of its mission. Within the last 6 years the TMA has worked to incorporate neighborhood residents into its targeted programs and service offerings.

Go Lloyd's mission is to connect people and places by creating partnerships and transportation solutions to make Lloyd extraordinary.

The organization is invested in developing programs that encourage Lloyd commuters, residents, event goers, and visitors to engage in travel options beyond single-occupant vehicles. Our goal is to make the public more aware of the transportation resources available to them, and to reduce congestion and its environmental impact in the process.

Firm Qualifications/Experience

Proposers shall have at least three years' experience in the following areas:

Leading discussions on developing shared understanding among stakeholders of varied backgrounds on issues of racial equity and cultural barriers.

Have demonstrable experience providing program support on developing racial equity action plans, technical guidance and/or presentations.

Developing racial equity outcomes, ideally using a results-based accountability framework.

Group facilitation – ensuring all voices (both loud and soft) are heard and engaged in relevant discussion. Working with groups with potentially opposing perspectives and taking them through a process that fosters mutual understanding, building toward consensus.

Developing communications plans or frameworks for engaging underrepresented communities.

Scope of Work

Develop a DEI policy for the Go Lloyd organization

Conduct race and social equity (virtual) training for Go Lloyd staff on topics including:

Awareness of and managing unconscious bias

Developing cultural intelligence and identifying cultural blind spots

Identify and procure training resources to use when onboarding new associates

Examine services and program offerings

Ensure low-barrier program entry and culturally competent communications

Evaluate programs/services and alter as needed to ensure inclusivity

Improve outreach to broader audiences, specifically low-income residents, non-English speaking/ ESL, communities of color, youth, and people with disabilities

Establishing trust with a new audience

Where/how to engage them honestly

Measuring engagement

Board DEI (virtual) training(s) and facilitation

Consultant to guide board of directors through group process to create/adopt DEI policy and improve organizational understanding

Develop set of tools to aid in board member recruitment, mentorship, and training

Timeline and Milestones: 12 months

Fall 2021-Winter 2022:

Conduct staff trainings

Identify onboarding resources

Develop DEI Policy

Spring 2022:

Evaluate existing programs
Conduct board training(s)

Budget

Go Lloyd has budgeted \$30,000 for this project. Please provide proposals that stay within this budget.

Proposal Evaluation Criteria

Qualifications and experience **(20 points)**

Approach: outline of plan to accomplish scope of work and detailing your theory of change **(35 points)**

Examples of previous work conducted including client references **(20 points)**

Demonstrated ability to deliver on time and on budget **(10 points)**

Budget **(15 points)**

Submission Instructions

Proposals due by October 22, 2021, at 5:00 PM

Please submit proposals electronically to paul@golloyd.org with the email subject line "Go Lloyd DEI Proposal". Please limit proposals to a maximum of ten pages.

Clarifying questions may be sent via email to paul@golloyd.org.