

EXHIBIT A



## **City of Pompano Beach**

# **Northwest Community Building and Engagement Proposal**

Greg Harrison  
City Manager  
City of Pompano Beach

Dr. Wilhelmena Mack  
President  
W Mack and Associates, Inc.

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## **I. Background**

The City of Pompano is a diverse and vibrant City. Over the past several years it has experienced extensive growth, development and redevelopment. This development has been fueled by a number of new construction projects, redevelopment initiatives, business investments and an expanded community and residential focus.

The purpose of this engagement is to assist the residents in Northwest Pompano in:

- \* Identifying and prioritizing challenges and opportunities within District 4
- \* Identifying specific factors contributing to these challenges and opportunities,
- \* Detailing community resident's desired outcomes to each challenge and opportunity.
- \* Outlining action strategies which can be taken by both the city and community residents to address identified challenges and opportunities.



## **II. Overview and Proposed Scope of Work**

W Mack and Associates, Inc. will provide consulting services to the City of Pompano Beach that includes:

- \* Assistance in the creation of a process to address and align Northwest area resident's challenges and opportunities with those of the City.
- \* Assessment of Northwest area residents, businesses and key stakeholders perceptions of the role, responsibilities and expectations of the City; identification of challenges and opportunities facing residents and businesses within the Northwest area; discussion of City initiated protocols, strategies, actions, and initiatives which have and have not worked well within the Northwest and factors contributing to each; discussion of Northwest area community resident's perception of the role, function and responsibilities of the City as well as their role and responsibility in helping the City to be successful.
- \* Design, development and facilitation of one-on-one interviews, focus group sessions, surveys, etc. among Northwest area residents, key stakeholders, business and community groups to identify events, situations, and initiatives that create a compelling sense of community.
- \* Apply one-on-one interview, focus group and survey data in creating a Northwest Community Building and Engagement Plan that includes community outreach initiatives and strategies that reflect desired outcomes of the community along with summarized City and community potential actions to address them.

## **III. Scope of Work**

### **A. Pre-planning meeting and identification of Critical Success Factors.**

1. W Mack and Associates, Inc. will meet with the project team (City Manager and four community members). The four community project team members should be individuals from the Northwest area who represent the business, religious, and general community. Their primary role will be to provide assistance in developing and communicating the details of the project.



2. W Mack and Associates, Inc. and the project team will detail Critical Success Factors and project goals, timelines and deliverables; collect any additional relevant information necessary to define KEY ISSUES to be addressed during W Mack and Associates, Inc.'s Northwest community visitations, one-on-one interviews, and focus group sessions and items to be included on the survey.
3. W Mack and Associates, Inc. and the project team will finalize schedules for the execution of activities, deliverables, timelines, presentations and project approvals.

#### **B. Project Work Plan**

##### **PHASE I**

1. W Mack and Associates, Inc. will meet with the project team to gain as much related knowledge and background information as pertains to this engagement.
2. Using the end goals of this project, W Mack and Associates, Inc. will work with the project team to establish criteria and identify appropriate stakeholders, community groups and businesses; formulate strategies and initiatives to assure each group's participation and representation throughout this engagement and determine best method(s) to acquire information and data.
3. W Mack and Associates, Inc. will work with the project team to schedule and arrange for W Mack and Associates, Inc. staff to tour the Northwest community; attend meetings with select Northwest community organizations, stakeholders and business owners; and attend local regularly scheduled community meetings in an effort to build a community relationship as well as serve as distribution and collection sites for survey administration and collection.
4. W Mack and Associates, Inc. will work with the project team to schedule all one-on-one interviews with the Commissioner, City Manager and key stakeholders. W Mack and Associates, Inc. will compile and analyze the results from these interviews. W Mack and Associates, Inc. will conduct a focus group session with the key stakeholders to finalize their comments. Following this focus group session W Mack and Associates, Inc. will present this information to the project team for their review and comments.



5. Utilizing the results from the Commissioner and City Manager interviews; and key stakeholders interviews and focus group session, W Mack and Associates, Inc. will design and administer a survey among Northwest residents.
6. W Mack and Associates, Inc. will compile and analyze the survey data from Northwest area residents. The results of the survey will be shared with the project team and other parties identified by the City Manager.

## **PHASE II**

1. The results from the survey will be used as the basis for designing and developing a series of Northwest Community Building and Engagement Workshops. The purpose of these Workshops will be to share with the Northwest community the results of the survey, prioritize and create a plan with timelines, action strategies and accountabilities to address key issues identified as critical to the Northwest area community.
2. W Mack and Associates, Inc. will compile the results of all of the Northwest Community Building and Engagement Workshops and present the Northwest Community Building Plan to the project team, key stakeholders and targeted community outreach sessions for finalization.
3. W Mack and Associates, Inc. will present to the project team the proposed plan recommended by key stakeholders and targeted focus group participants for final review and comments.
4. W Mack and Associates, Inc., will present the written proposed plan to the project team and other parties identified by the City Manager.



## **IV. PROJECT TIMELINE**

### **PHASE I**

**March, 2018 (25 hours)**

- I. Pre- Meeting W Mack and Associates, Inc. and City Manager
  - A. Discuss and clarify project purpose, role and expectations.
  - B. Collect city related project information
  - C. Outline consultant, project team member and city responsibilities
  - D. Detail Project Critical Success Factors and Key Issues to be addressed
  - E. Project timeline and deliverables
  - B. Identify Project Team members
- II. Project Team Meetings (60 hours)
  - A. Dates: Times: Locations:
  - B. Initial Meeting Agenda
    1. Review project goals and objectives
    2. Discuss and clarify Project team member roles and responsibilities
    3. Identify, discuss and select Key Stakeholder Participants for In-Person/or Telephonic Interviews to be conducted by W Mack and Associates, Inc.
      - A. Provide contact information; interview times and locations.
        - a. 5-10 Community or civic group organization leaders
        - b. 5-10 Religious leaders
        - c. 5-10 Community residents/activists
        - d. 5-10 Business leaders
      - B. Draft letter from City Manager explaining the project and requesting their support in participating in the Key Stakeholders Interviews
      - C. Review interview questions prepared by W Mack and Associates, Inc.
      - D. Project Team to schedule and discuss purpose, details and desired outcomes of:
        1. Key Stakeholder Interview Result Meeting
        2. Key Stakeholder Feedback session Result Meeting
        3. Community Survey Administration and Collection Planning Meeting
        4. Community Focus Group Survey Result Meeting
        5. Community Empowerment Meeting
        6. Community Empowerment Meeting Result Session



**March - April, 2018**

- III. W Mack and Associates, Inc. to conduct One-on-One/or Telephonic Interviews (80 hours)
  - A. W Mack and Associates, Inc. to prepare report of the results and analysis of interview sessions with Key Stakeholders
  - B. W Mack and Associates, Inc. to meet with Project Team to review, discuss and analyze the results of Key Stakeholder Interviews.
  - C. W Mack and Associates to conduct one focus group session with Key Informants to:
    - 1. Discuss and clarify results of interviews
    - 2. Summarize their suggestions and recommendations
    - 3. Solicit their support and attendance at the Community Empowerment session.
    - 4. Prepare and provide a summary report of focus group session results to Project Team and other parties identified by the City Manager.

**May - June, 2018**

- IV. W Mack and Associates, Inc. to conduct Community Survey (200 hours)
  - A. W Mack and Associates, Inc. to meet with Project team to discuss results of Key Stakeholders focus group session meeting.
  - B. W Mack and Associates, Inc. to share Community Survey results and work with Project Team to coordinate, plan and create a detailed plan of:
    - 1. Survey Dates
    - 2. Survey administration process to include
      - a. Identification and listing of survey distribution and collection locations process and procedures.
      - b. Notification and advertising of survey
    - 3. Final/cutoff date all surveys will be delivered to W Mack and Associates, Inc.
  - C. W Mack and Associates, Inc. to interpret and analyze survey data results.
  - D. W Mack and Associates, Inc., to meet with Project Team to share survey results.
  - E. W Mack and Associates, Inc., to plan, coordinate and facilitate three Focus Group Feedback sessions
    - 1. Discuss and clarify results of Community Survey
    - 2. Summarize their suggestions and recommendations.
    - 3. Solicit their support and attendance at the Community Empowerment Session.
  - F. W Mack and Associates, Inc. will provide a written summary report to the Project Team and other parties identified by the City Manager detailing the results of the survey and Community Focus Group Feedback sessions.
  - G. W Mack and Associates, Inc. will meet with the Project Team to discuss final details for upcoming Community Empowerment Workshop.



## **PHASE II**

### **June, 2018 (80 hours)**

- V. W Mack and Associates, Inc. to plan, coordinate and facilitate two Community Empowerment Workshops.
  - A. Project Team and City to assist in the marketing and advertising of upcoming Community Empowerment Workshops.
  - B. W Mack and Associates, Inc. to facilitate two Community Empowerment Workshops
  - C. W Mack and Associates, Inc. to provide Project Team and other parties identified by City Manager a summary report of the Community Empowerment Workshop results.

### **July, 2018 (80 hours)**

- A. W Mack and Associates, Inc. to provide a presentation to Project Team and other parties identified by the City Manager which incorporates the entire process and results, recommendations and proposed action steps.
- B. W Mack and Associates, Inc. to provide a final report to the Project Team and other parties identified by the City Manager which incorporates suggestions and recommendations from the Project Team, and other parties identified by the City Manager as they relate to the entire process and results, recommendations and proposed action steps.

## **V. Project Deliverables**

The deliverables from this engagement are:

### **PHASE I**

1. Northwest Community Building and Engagement Survey- Administration
2. Northwest Community Building and Engagement Survey Written Report to include focus group and community survey results and recommendations/suggestions.

### **PHASE II**

1. Northwest Community Building and Engagement Workshops facilitation and written report to include project process and results, recommendations, and proposed course of action.





## **VI. Investment Summary\***

<b>Phase I</b>	<b>\$ 55,500.00</b>
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<b>Phase II</b>	<b>\$ 19,000.00</b>
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**\*Pre-Planning and ongoing Project Team Meetings**

**\*Northwest Community tours, attendance at regularly scheduled Northwest community meetings; meetings with select Northwest community residents, stakeholders and business owners**

**\*One-on-one interviews**

**\*Survey administration and compilation**

**\*Written Reports on survey results defining possible action steps; results of key stakeholders and focus group feedback sessions with their suggestions/recommendations**

**\*Coordination and facilitation of Northwest Community Building and Engagement Workshops**

**\* Written final report and presentation to Project Team and other parties identified by the City Manager to incorporate the entire process and results, recommendations and proposed action steps.**

**\*All Project related expenses**