

REQUEST FOR PROPOSALS (RFP)

2016 Greater Baybrook Vision & Action Plan Update for 2027

Issued by: Greater Baybrook Alliance (GBA)

Release Date: September 30, 2026

Proposal Due Date: November 15, 2026

1. Organizational Background

The Greater Baybrook Alliance (GBA) is a community development corporation serving the neighborhoods of Brooklyn and Curtis Bay in Baltimore City and Brooklyn Park in Anne Arundel County. Collectively known as Baybrook or the Baybrook Peninsula, these communities form a cross-jurisdictional peninsula bordered by the Patapsco River, I-895, and the Baltimore Beltway (I-695).

A community-led visioning process is essential to effective strategic planning and project development. Without robust engagement, GBA will lack the mandate to implement transformative projects that spur neighborhood revitalization on the Baybrook peninsula. GBA is seeking an equity-focused partner to work closely with our team to update our Vision and Action Plan. The ideal respondent will have a proven track record of working with disinvested communities to develop successful long-term plans and will have an equity lens that disrupts the “business as usual” relationship between disinvested communities and public agencies/anchor institutions.

In 2016, more than 100 stakeholders participated in a year-long planning effort resulting in the Greater Baybrook Vision & Action Plan.

- A community-wide vision with 6 core issue areas: Housing, Economic Development, Transportation, Quality of Life, Youth & Education, and Community Engagement
- Formation of GBA as a cross-jurisdictional implementation entity
- Clear strategies and benchmarks for progress

Since 2016, the region has experienced significant changes in housing markets, public health, infrastructure, workforce conditions, environmental justice, and regional development pressures. GBA seeks to undertake a comprehensive update of the Vision & Action Plan to guide the next decade of community-driven revitalization.

2. Purpose of the RFP

- a. Reassess current conditions and trends
- b. Engage diverse residents and stakeholders
- c. Revisit and refine the community vision
- d. Update strategies and implementation priorities

- e. Establish measurable benchmarks and accountability structures

3. Scope of Work

a. Project Management & Work Plan

- i. Conduct an existing conditions and data analysis
- ii. Develop a detailed work plan and timeline
- iii. Coordinate regularly with GBA leadership
- iv. Establish clear deliverables and milestones
- v. Provide monthly progress reports

b. Existing Conditions & Data Analysis (to be included as a data appendix in the final plan): Review and synthesis of existing data:

- i. Demographics and population shifts
- ii. Housing tenure, vacancy, and pricing trends
- iii. Commercial market conditions
- iv. Workforce and income trends
- v. Educational outcomes
- vi. Public safety data
- vii. Environmental health indicators
- viii. Infrastructure and transportation changes

c. Community Engagement Strategy

- i. Work closely with GBA's programs team to build upon 2016 stakeholder structures
- ii. Ensure representation across renters, homeowners, youth, seniors, Latino and Black communities, public housing residents, and unhoused people
- iii. Include bilingual engagement
- iv. Use both in-person and digital outreach tools
- v. Conduct surveys and focus groups
- vi. Engage City, County, and cross-jurisdictional stakeholders

d. Community Engagement Benchmarks

Work closely with GBA's programs team to develop an iterative process of engagement that builds upon existing conditions research and works towards identifying and updating community priorities and strategies:

- i. Engage 150+ community members in the planning process, including at least 20% Spanish-speaking participants and 20% renters.

- ii. Conduct 12+ in-depth interviews with key stakeholders, including resident leaders, program participants, elected officials, and regional decision-makers.
- iii. Create a brief bilingual survey using visual prompts to gather baseline community input.
- iv. Analyze 150+ survey responses from community residents and stakeholders.
- v. Facilitate at least 3 focus groups with 8-10 participants each that allow residents and stakeholders to explore the neighborhood issues and priorities that were identified through the surveys and interviews in greater depth.

e. Issue Area Strategy Development

Long-term goals for strategy development include stabilization of the neighborhood, improvements in social determinants of health, and building local wealth. Priority strategies and benchmarks will be included in the draft and final vision and action plan.

- i. 3–5 priority strategies per issue area with clear implementation leads
 - 1. Short-term (1–2 year) actions
 - 2. Medium-term (3–5 year) actions
- ii. Measurable benchmarks for action success, to develop at least 15 new benchmarks

f. Implementation Plan (to be included in the Final Vision & Action Plan)

- i. Clear implementation matrix
- ii. Defined accountability roles
- iii. Funding alignment strategies
- iv. Monitoring and evaluation framework

g. Final Deliverables

- i. Outreach and engagement materials, including research instruments, bilingual materials, and interactive maps.
- ii. Draft Plan for public comment, to be presented at GBA's Steering Committee meeting for feedback
- iii. Presentation deck for public launch
- iv. Final Vision & Action Plan (designed PDF + print-ready version)
- v. Data appendix (should include existing conditions research and community outreach data)

4. Proposed Project Timeline

- a. RFP Release: September 30, 2026
- b. Proposals Due: November 15, 2026
- c. Consultant Selection: December 1, 2026
- d. Planning Process Launch: January 2027
- e. Draft Plan Release: August 2027
- f. Final Plan Adoption: October 2027

5. Budget

Proposals should outline an itemized fee structure that includes consultant fees, data acquisition, transcription, and facilitation of meetings, interviews, and focus groups. GBA will provide community engagement costs, including translation & live interpretation, stipends for participation, refreshments for focus groups, and GBA staff time, in-kind.

6. Required Proposal Components

- a. Cover Letter
- b. Firm Overview & Relevant Experience
- c. Proposed Approach & Methodology
- d. Community Engagement Strategy
- e. Project Timeline
- f. Staffing Plan
- g. Budget & Budget Narrative
- h. Three References
- i. Sample Work Products

7. Evaluation Criteria

- a. Demonstrated understanding of Greater Baybrook context
- b. Strength of engagement strategy
- c. Experience in similar communities
- d. Data and analytic capacity
- e. Implementation planning strength
- f. Clarity and feasibility of timeline & budget
- g. Commitment to equitable and inclusive planning

8. Desired Consultant Qualifications

- a. Experience leading community-driven strategic plans: strong proposals will outline how they will work with GBA's engagement staff and align with GBA's current activities
- b. Experience in housing and economic revitalization
- c. Familiarity with Maryland funding streams
- d. Strong facilitation skills

- e. Ability to translate data into accessible accessible, easy-to-understand strategy components
- f. Experience working in diverse, working-class communities

9. Submission Instructions

Proposals submitted to:

Daisy Heartberg, Chief Programs Officer at daisy@greaterbaybrookalliance.org

Subject Line: "{FIRM/PLANNER} - Greater Baybrook Vision & Action Plan 2027 Proposal"