

## ATTACHMENT B – Community Engagement Proposal & Scope of Work for ‘Better Neighborhoods, Same Neighbors’ Implementation Technical Assistance

Pillars	Deliverables	Timeline	Descriptions
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>Enhanced map of community engagement networks</li> <li>Expanded BCZ stakeholder partnerships</li> <li><b>Stakeholder Analysis and Power Map</b></li> </ul>	<b>March</b>	Review current landscape – Build upon former EONI outreach efforts and map existing community engagement networks; identify potential gaps and opportunities; research the practices of other cities who have implemented innovative community engagement mechanisms; build new partnerships that can connect unique stakeholders to the BCZ; and strengthen existing partnerships.
	<ul style="list-style-type: none"> <li><b>Existing Community Engagement Gap Analysis</b></li> <li><b>TCC Project Communications Strategy</b> <ul style="list-style-type: none"> <li>Include best practice community engagement models</li> </ul> </li> </ul>	<b>April</b>	Develop recommendations and form a comprehensive communications strategy – Identify a shared vision for marketing engagement on the TCC projects; map key messaging and brand content; begin building a digital presence for publicizing the projects; recommend tools or systems to yield new pathways for engagement including presentations, workshops, canvassing, focus groups, and event tabling (innovation welcome).
	<ul style="list-style-type: none"> <li><b>TCC Implementation support</b> <ul style="list-style-type: none"> <li>Stakeholder Committee established and chartered</li> <li>Communications Strategy implementation (website, etc.)</li> <li>Hiring, onboarding, and community builders</li> </ul> </li> </ul>	<b>May - December</b>	Formulate framework and support long-term implementation – Establish framework outlining short and long-term goals, timelines, priority areas, clear roles of internal and external stakeholders; oversee implementation of strategies considered most urgent, including forming and publicizing the TCC Stakeholder Committee and building BCZ staff capacity; and develop mechanism for strong storytelling, form systems for frequent and transparent sharing of high impact progress on projects – tailoring messaging based on specific audiences.
<b>Organizational Development</b>	<ul style="list-style-type: none"> <li>Lead to Marketing and TCC Integration team</li> </ul>	<b>July-December</b>	Building internal capacity of the BCZ to sustainably implement the Community Engagement Plan.
	<ul style="list-style-type: none"> <li>Advisory, consulting and support to project partners</li> </ul>		Building internal capacity of project partners on TCC Community Engagement and Communications.
	<ul style="list-style-type: none"> <li>Support in developing strategy and implementation plan</li> </ul>		Anchor the CDC “Best Place to Work” Initiative.