



**REQUEST FOR QUALIFICATIONS FOR  
OUTREACH AND FACILITATION OF  
COMMUNITY CONVERSATIONS  
REVISED(4/28/2023)**

**DEADLINE EXTENDED TO MAY 12, 2023 AT 3:00 PM**  
**Technical Assistance Webinars**  
**Tuesday, May 9**  
**12:00PM and 4:00 PM (via ZOOM)**  
**ZOOM Link below**

The [Social Equity Council](#) (the Council) seeks responses to the following scope of work from vendors that have a background in racial equity and knowledge of the unique challenges that face communities that have been disproportionately impacted by the war on drugs. The Council may contract with up to 5 vendors to organize and facilitate community conversations that will guide the council in its development of a comprehensive strategic plan for broad based reinvestment in persons and communities that have been disproportionately harmed by cannabis prohibition and enforcement.

**About the SEC**

The Social Equity Council is an entity within the Department of Economic and Community Development formed by statute and [signed into law](#) by Governor Ned Lamont in 2021. The SEC was created to ensure that the adult-use cannabis program is grown equitably, and that funds from the adult-use cannabis program are brought back to the communities hit hardest by the "war on drugs."

**SCOPE OF WORK:**

In cooperation with the Council and its employees, the vendor/s will coordinate a minimum of 1 of five (5) planned in-person hybrid community conversations. Vendor will use ZOOM or other social media platforms for Hybrid participation. The sessions will lead to the collection of data and information that will be used to create a comprehensive strategic reinvestment plan for how the council will fulfill its legislative requirements to reinvest in and support broad-based economic development in communities hardest hit by the war on drugs.

The first round of conversations are planned for the following communities:

- Bridgeport, Hartford, New Haven, Stamford, and Waterbury

A second round of conversation are planned for the following communities.(TBD)



- Ansonia, Bristol, Meriden, Norwalk, the Norwich-New London area and Torrington

**TIMELINE:**

Conversations are expected to commence on or before May 15, 2023, and should be completed no later than June 9, 2023

**VENDOR RESPONSIBILITY:**

Describe how you will fulfill the services and meet the responsibilities of this scope of work. Please provide an outline of your framework for the following tasks.

- Identify Trusted Messengers within each community to identify the targeted population and ensure that constituents that may not normally have the opportunity to share their voice are in attendance and given the opportunity to be heard.
- Coordinate all aspects of the in-person Hybrid meeting using local partners/trusted messengers to ensure a diverse and inclusive audience (community action agencies, nonprofits, social service organizations, faith based, foundations, school systems, elected officials, housing authorities).
- Facilitate in-Person hybrid community conversations in identified communities (DIAs)
- Organize all logistics that allow maximum participation from a diverse groups of local/DIA stakeholders
- Identify the location/s where the Community Conversations will be held (community colleges, community centers, Library's etc.)
- Coordinate logistics for all meetings (marketing and outreach)
- Set Agenda, location, invite guests
- Set Dates, times for meetings
- Create an effective outreach and marketing plan (including developing educational and promotional materials to support the events. (flyers & factsheets) that will reach each community's most vulnerable and results in awareness and full participation from community stakeholders, including youth, elderly, low-mod income, and reentry constituents.
- Conversation must be held at location that is accessible, safe, hospitable, and familiar to local stakeholders.
- Conversation should include methods that address barriers that may deter stakeholders from participating (i.e., lack of childcare, transportation, handicap accessibility)
- Conversation should include incentives that encourage full participation (i.e., gift cards, giveaways, meals, raffles etc.)
- Conversations must be recorded and translated into written meeting minutes/notes
- Conversations must accommodate special needs
- Conversations must include translations services (Spanish translation, ASL)
- Develop and propose a detailed inclusive suggested budget for each session
- Provide cost for facilitations services separate



**COLLECTION OF DATA:**

- Create Survey including method for conducting the survey
- Takes meeting notes and transcribes information in meeting minutes
- Collect demographic information from attendees.
- Summarize shared thoughts, ideas, and requests.

**SURVEY:**

- Create a survey that will be used to collect data and information regarding community needs assessment resulting from community conversations.
- Create QR Codes for survey to be taken via smartphone
  - Survey should be conducted during the sessions, prior and after)(as a separate task to maximize data collection, information)
  - Surveys can be conducted at senior centers, and at targeted community events during the contract period
  - Surveys should be taken as a part of promotional efforts, in advance of the session and for up to 1 week after.
- Survey should be digital and taken online or in person using tablets/software, QR Codes
  - Tablets/software provided by the SEC

**BUDGET SHOULD INCLUDE:**

- Refreshments
- Supplies
- Design
- Printing
- Marketing
- Outreach/Incentives
- Giveaways
- Insurance
- Signage
- Translation Services
  - ASL, Interpreters
- Transcription Services
- Video Recording Services
- Childcare
- Transportation

**DELIVERIBLES:**

Weekly meetings and written progress reports to SEC Executive Director

Development of draft reinvestment recommendations:

- Upon completion of all Hybrid conversations, the vendor will organize the data and information into recommendations for reinvestment consideration and submit its final report to the SEC ED



- The recommendations should include priority investment category’s (i.e., programs, facilities, workforce business development, etc.) based on data and information collected
- Attendance at monthly Outreach/Reinvestment Committee meetings or as requested

**QUALIFICATIONS AND EVALUATION CRITERIA:**

<b>QUALIFICATIONS</b>	<b>Weights</b>
Demonstrates experience and an ability to work in urban centers with diverse groups	20%
Demonstrates knowledge and access to essential resources needed successfully carryout this contract.(meeting facilities, trusted messengers, local vendors etc.).	20%
Experience with facilitating large group meetings/events.	15%
Experience in project management, development, and compliance with local and state rules and regulations.	15%
Provide three professional references with contact information for each	5%
Minority Businesses encouraged	15%
Bilingual	10%

**RESPONSES MUST CONFORM TO THE FOLLOWING SPECIFICATIONS(INCLUDING COVER PAGE AND ATTACHMENTS:**

- **Page Limit:** 10 pages
- **Font Size:** 12
- **Font Type:** Times New Roman
- **Margins:** Standard
- **Line Spacing:** 1.15

**Declaration of Confidential Information** - Proposers are advised that all materials associated with this procurement are subject to the terms of the Freedom of Information Act (FOIA), the Privacy Act, and all rules, regulations and interpretations resulting from them. If a proposer deems that certain information required by this RFQ is confidential, the proposer must label such information as CONFIDENTIAL prior to submission. In the submission, the proposer must reference where the information labeled CONFIDENTIAL is in the proposal. EXAMPLE: Section G.1.a. For each subsection so referenced, the proposer must provide a convincing explanation and rationale sufficient to justify an exemption of the



information from release under the FOIA. The explanation and rationale must be stated in terms of (a) the prospective harm to the competitive position of the proposer that would result if the identified information were to be released and (b) the reasons why the information is legally exempt from release pursuant to C.G.S. § 1-210(b).

**Conflict of Interest - Disclosure Statement.** Proposers must include a disclosure statement concerning any current business relationships (within the last three (3) years) that pose a conflict of interest, as defined by C.G.S. § 1-85. A conflict of interest exists when a relationship exists between the proposer and a public official (including an elected official) or State employee that may interfere with fair competition or may be adverse to the interests of the State. The existence of a conflict of interest is not, in and of itself, evidence of wrongdoing. A conflict of interest may, however, become a legal matter if a proposer tries to influence, or succeeds in influencing, the outcome of an official decision for their personal or corporate benefit. The Council will determine whether any disclosed conflict of interest poses a substantial advantage to the proposer over the competition, decreases the overall competitiveness of this procurement, or is not in the best interests of the Council. In the absence of any conflict of interest, a proposer must affirm such in the disclosure statement. Example: “[name of proposer] has no current business relationship (within the last three (3) years) that poses a conflict of interest, as defined by C.G.S. § 1-85.”

**PLEASE NOTE THE DEADLINE IS EXTENDED TO:  
FRIDAY, MAY 12, 2023 AT 3:00PM**

**SUBMIT APPLICATION WITH SUPPORTING DOCUMENTS VIA EMAIL:  
[SECPROGRAMS@CT.GOV](mailto:SECPROGRAMS@CT.GOV)  
SUBJECT: Community Conversation - RFQ**

**TWO TECHNICAL ASSISTANCE WEBINARS WILL BE HELD ON THE FOLLOWING DATE :  
TUESDAY, MAY 9 , 2023**

**12:00 PM – 1:00 PM (LUNCH AND LEARN)**

[https://us06web.zoom.us/webinar/register/WN\\_jlIFUnAWSx-U8WH29pUd-w](https://us06web.zoom.us/webinar/register/WN_jlIFUnAWSx-U8WH29pUd-w)

**4:00 PM – 5:00 PM**

[https://us06web.zoom.us/webinar/register/WN\\_RFg1XhKCQ36Alozud\\_btfw](https://us06web.zoom.us/webinar/register/WN_RFg1XhKCQ36Alozud_btfw)

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