

NEIGHBORHOOD ACTIVATION PLAYBOOK VENDOR SCOPE OF WORK

As the Mayor's chief advisor on public safety strategy, the Mayor's Office of Criminal Justice (MOCJ) shapes and funds strategies at every stage – from interactions with first responders on the street, to how cases are processed through the criminal justice system, to connecting individuals leaving Rikers Island jails with programs and services to help them build productive and healthy futures.

The Mayor's Action Plan for Neighborhood Safety (MAP) is a comprehensive strategy to reduce violence in public housing developing experiencing high rates of crime. Since launching in June 2014, MAP has worked to improve the built environment, improve access to programming and jobs, and help residents and city agencies interact to bring down crime. MAP has been focused on 15 public housing developments in which 20% of all violent crime in public housing is concentrated. MAP is led by the MOCJ, who works with numerous city agencies to refine a strategy to prevent crime through strengthening neighborhoods in partnership with the people who live in them.

The Neighborhood Activation Study is an initiative of MOCJ, Building Healthy Communities, and the Mayor's Action Plan (MAP) for Neighborhood Safety. It is led by MOCJ in partnership with the NYPD and NYC Department of Design & Construction bringing together neighborhood residents and government to re-imagine and activate the built environment to reduce crime. The Neighborhood Activation study encourages partnerships between community and government stakeholders to address neighborhood safety through the activation of public space. A critical challenge to these partnerships is inaccessible and inconsistent information about the process and requirements for community usage of government tools for public space improvement.

To address this challenge, MOCJ is creating a Neighborhood Activation Playbook, or a how-to guide for community groups that want to bring the ideas and projects explored in the Neighborhood Activation Study to their own neighborhoods. Pulling from the Neighborhood Activation Study's scalable approach, the Playbook will serve as a resource for attainable, community-driven projects that foster safety and cohesion by enhancing public space. It will include illustrated guides to a variety of programmatic and physical projects offered through three agency partners (DOT, Parks, and NYCHA), primers on coalition building and fundraising, resources for evaluating and sustaining projects afterward, and several case studies of successful community-driven projects throughout New York City.

The MAP team has worked with community and agency partners to develop content for the Playbook and made sections of it available to teams of stakeholders who are identifying potential activation projects in their neighborhoods.

To transform this raw content into a final public product, MOCJ is looking for additional support to:

- Develop the Playbook's overall design
- Create infographics that illustrate the processes for community-driven projects in an accessible manner
- Conduct additional community engagement to ensure the content and graphics reflect resident's experiences and needs

We are seeking a consultant that has the capacity to engage in a participatory design process with community and agency stakeholders to ensure that the Playbook accurately reflects City processes and is easily accessed by a variety of users. MAP staff will work closely with the consultant to guide the process for an anticipated public release of March 2019. The goal is for the Playbook to serve as a dynamic document—

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future editions may include additional project types, more agency partners, and other resources to account for changes in policy and processes over time.

The consultants proposed work falls into several phases:

Consultant will be responsible for creating content and infographics that clarify the process that community groups can engage in to transform their neighborhoods' spaces, using existing City tools. This content and set of infographics will be reviewed by agencies and field tested by "users" in communities, and revised accordingly. MOCJ will continue to use final infographics in future iterations of the playbook as information or processes shift and revisions to the playbook are required. The Consultant is responsible for the following activities:

MICROPURCHASE CONTRACT 1: DESIGN RESEARCH

Phase 1: Scanning the Landscape

- Review all content in draft of Playbook prepared by MOCJ.
- Review similar existing materials for comparison.

Phase 2: Design research in the field

- Work with MOCJ team to both plan, schedule and execute feedback sessions with stakeholders who will be using and delivering the Playbook. Understand the usability of the Playbook and the accuracy of the information. Stakeholders include, but are not limited to:
 - MOCJ
 - Agency partners (DOT, Parks and NYCHA)
 - Residents and community leaders
- Identify and work to fill gaps in the playbook content where necessary to improve its effectiveness as guidance for community driven projects.
- Present findings and proposed approach to MOCJ and other stakeholders for approval.

MICROPURCHASE CONTRACT 2: GRAPHIC PRODUCTION

Phase 3: Draft and test initial design

- Develop playbook graphic template, at least 2 infographic templates for agency process guides and a minimum of 12 unique graphics to illustrate activities that could be adapted and used by MOCJ to adapt and update city agency tools and processes.
- Solicit feedback and present initial designs to MOCJ.
- Review initial designs with relevant agency partners.
- Solicit feedback on initial content and designs from "users".
- Solicit feedback from and present initial designs to other stakeholders.

Phase 4: Finalize design

- Refine content and graphics based on stakeholder feedback from Phase 3
- Present final materials for review to MOCJ

Package materials for print and digital

*MOCJ will introduce consultant to appropriate partners but consultant will be responsible for facilitating discussions and incorporating feedback.