

The Community Design Collaborative
in partnership with



solicits
REQUEST FOR PROPOSALS (RFP)
PROJECT DESIGN TEAM

PUENTES DE SALUD
Literacy Rich Neighborhoods Initiative

Introduction

The [Community Design Collaborative](#) “the Collaborative” has received funding from the William Penn Foundation as a technical assistance provider for the Literacy-Rich Neighborhoods Initiative (LRNI) to support four community organizations in the development of conceptual designs. The four Philadelphia neighborhoods have been selected to embark on a 3-year process to engage community leaders and stakeholders around literacy and to design and implement playful learning opportunities in the communities.

This RFP is seeking a pro-bono design team to facilitate a schematic design process using the Community Design Collaborative’s community engagement method in partnership with **Puentes de Salud**, the Community Based Organization (“CBO”). This initial conceptual design process is anticipated to take 4-6 months and involve collaboration with and support of Puentes de Salud on their community engagement around multilingual literacy and cultural heritage. At the end of the schematic design process, the selected design team may be contracted by the CBO to complete design and construction documentation and provide construction administration on the installation of the playful learning elements at sites within their neighborhoods over the remaining 18+ months of the initiative.

Selected design teams will work primarily with Puentes de Salud and will be supported as needed by the LRNI technical assistance team, which includes multiple project partners: a project management team, design consultants, Playful Learning experts, and engagement and evaluation consultants. The selected design teams will receive tailored Playful Learning trainings to support the goals identified by each CBO. To determine selection, a design jury will be identified comprised of Puentes de Salud representatives, design professionals and community stakeholders. In addition to collaboration with Puentes de Salud’s project team throughout the engagement, this

design jury will provide feedback on the preliminary designs at the mid-point and final draft of the design at one of the Collaborative's Design Reviews, with possible dates occurring twice each month.

The selected design team will receive a \$5,000 stipend from the Collaborative to offset staff time and additional reimbursables related to project completion. All volunteer hours will be tracked by the Collaborative as a donated service and part of the pro bono conceptual design grant.

Literacy Rich Neighborhoods Initiative (LRNI)

The [William Penn Foundation](#) ("WPF") is exploring ways to support community-based organizations to engage in a planning and implementation process to create a "Literacy-Rich Neighborhood" offering multiple opportunities in a single neighborhood for families with young children to interact with literacy rich materials and activities prompting adult-child conversation and interactions. The theory is that by installing opportunities for engagement with literacy and learning (e.g., signage, playful learning installations, programming etc.) in multiple sites throughout a community, the collective impact of these experiences will increase quality adult-child interactions related to literacy and language.

A successful project will purposefully engage the entire community, including families, neighborhood leaders, and community organizations, in discussion of the importance of early learning and literacy and generate ideas about how "literacy-rich neighborhoods" can be created in a manner that is authentic to the community and driven by the science of early learning. This meaningful engagement will result in a community led and stewarded intervention to address community-defined goals focused on literacy.

The neighborhoods and CBOs awarded are:

- Mt. Airy CDC
- Puentes De Salud
- Village of Arts and Humanities
- Indochinese American Council (IAC)

Each community has a [place-based approach based](#) on the specific needs surrounding literacy in their community. Each site will be reviewed independently. Respondents are welcomed to submit proposals for more than one site, but separate proposal submissions are required.

Puentes De Salud Overview

The mission of Puentes de Salud ("Puentes") is twofold: First, to partner with Philadelphia's rapidly growing Latinx immigrant community to build long-term prosperity by addressing immediate education, health and social service needs. Second, to create a responsible learning environment for future generations of advocates, educators, and healthcare providers to examine social justice and structural violence and to explore their impacts on the social determinants of health within a marginalized community.

Puentes' primary service areas include South Philadelphia Latinx immigrant communities (zip codes 19147 and 19148, and to a lesser extent 19145 and 19146). We also serve significant Latinx

populations in Southwest Philadelphia (19142) and Upper Darby (19082). Puentes advances its mission holistically, via three interlocking program and service areas:

Puentes operates a medical clinic 16 hours per week at their community wellness center located at 1700 South Street. Staffed by an attending physician and volunteer providers, the clinic provides primary care and works with volunteer specialists. All staff and volunteers speak Spanish, or volunteer providers are paired with an interpreter to ensure that patients receive high-quality and accessible care. The clinic builds in education to each visit by conducting charlas (group talks) while clients wait for appointments. At present, there are approximately 10,000 patients in Puentes' electronic medical records system. In March 2020, Puentes opened a full-scale dental suite and began providing dental services to the community five days per week. The health center is open 45 hours per week between all types of programming.

Puentes' education branch runs programs that span early childhood, elementary, middle, and high school, and adult learners. Programs meet after-school and on many weekends and during the summer (elementary) and pair students in small groups with local volunteers. Programming explores bilingual literacy, social-emotional growth, leadership development, and enrichment and community-building activities with youth and families. This work also prioritizes parents' leadership development through a growing parent advisory group.

The wellness branch provides a variety of services integral to maintaining social, physical and mental wellbeing. Through a Medical-Legal Partnership, on-site attorneys help families access the legal tools they need to lead stable and healthy lives. Via Puentes' Promotora program, a dedicated group of community members serve as community health workers, conducting direct client consults, group workshops, and community events to increase the organization's reach into the community and to tackle important health issues outside the clinic. Behavioral Health services aim to provide the community with evidence-based approaches to empowerment and social issues. Art and Culture initiatives support cultural exploration and revitalization through various forms of art, focusing on weekly programming and long-term, participatory art projects that build community, inspire reflection, and provide healing and cultural connection for children and adults alike. Finally, established in response to widespread food insecurity during and before the pandemic, Food Access programs support community members who are experiencing food insecurity.

More information on [Puentes De Salud](#)

Project Timeline

Selected design teams will be kicked off in January 2022, with a kickoff meeting hosted by the Collaborative and including the project team from Puentes. Design Reviews are targeted for March (mid-review), April (community presentation and feedback loop), and May (final draft review). Teams will finalize implementation plans by July 2022.

Key Benchmarks:

RFP Release: 11/11/22

Proposal Submission Deadline: 12/13/21

Design Teams Selection: 12/20/21

Project Kick-Off: 01/05/22

Playful Learning Training: 01/14/22

Key Benchmarks (cont):

Community Stakeholder Presentations: 03/10/22; 05/25/22
Design Review/s: 03/22/21; 5/31/21
Final Conceptual Design: 6/27/22
Final Report and Closeout: 07/18/22

Summary of Scope

Design services will be selected for the implementation of playful learning interventions and opportunities for one (1) of four (4) neighborhoods supporting the LRNI. Proposers to this RFP are specifically responding for the opportunity to work with the Collaborative and Puentes de Salud. Through this scope of services, the selected design team will establish a meeting and check-in schedule based on Puentes' project objectives. Key benchmarks are target dates that will be supported and tracked by the Collaborative's Design Services staff and Puentes team representatives.

This project will entail collaborating with community-based organizations on the design, development, implementation, and evaluation of at least three new playful learning interventions in their neighborhoods. Led by Puentes, their core team and neighborhood stakeholders will identify site(s) that align with project goals that were identified by the organization in collaboration with community leaders. Selected design teams may be tasked with vetting, reviewing, or identifying appropriate sites throughout the project development.

The Community Design Collaborative, in partnership with the CBO identified above, is seeking services to include the following:

1. Engagement of the CBO and community stakeholders to understand their process and plans, and confirm sites for minimum three playful learning installations.
2. A conceptual plan for the interventions led by the CBO's plans, community engagement feedback and data, neighborhood goals and community desired outcomes.
3. Specific conceptual drawings for interventions at the proposed sites, as requested by the CBO.
4. A project management and implementation plan to occur over two years upon concept design completion.
5. Engagement with the CBO on their desired process to include community representatives and stakeholders to contribute feedback, preferences, and cultural context for the playful learning site interventions.
6. Ongoing collaboration and engagement of the Collaborative Design Services staff team and the Literacy Rich Neighborhood's project management team and partners, as needed.

This request for proposals is specific to the conceptual design phase. The contractual obligation for the design team to the Community Design Collaborative ends at the completion of the conceptual design and the submission and acceptance of all final deliverables. Each CBO will then proceed into the implementation stage and may choose to continue their relationship with the selected design team. It is preferred that respondent be available and willing to continue partnership

throughout the remainder of the three-year LRN Initiative. Each CBO has been approved for an implementation budget, with the scope and compensation for that phase of service being administered directly by the CBO. The individual CBOs may at that point enter a separate contract for implementation and construction with the selected Design Team to complete pre-construction requirements, fabricate and install the final conceptual design. The budget will be provided during the project kick-off. Should the design team or the CBO decide at that point not to continue the relationship, all conceptual designs produced in the final report will remain the property of the client (CBO) for further development and implementation.

SITE CONSIDERATIONS: Proyecto Grandote

Puentes de Salud is undertaking a three-year, community-driven process to foster broad-based, multilingual literacy among Latinx children and families through families' heritage and cultural traditions. The intention of the project--which named El Proyecto Grandote--is to promote and pass on the cultures of the countries from which we come to our children, to support their literacy using knowledge that comes from cultural traditions. This initiative will create interactive, public art installations at the Puentes de Salud Community Health and Wellness Center and two other public spaces in South Philadelphia that prompt exploration, discourse, and interaction between parents, caregivers and young children in English, Spanish, and indigenous languages of Latin America. Through this project, Puentes elevates a goal to engage whole families, support empowerment and cultural connection, and transform the built environment into rich, evocative, and multilingual spaces for exploration, connection, and learning.

The Puentes team has established the following goals for Proyecto Grandote:

Through engaging with the Puentes de Salud installations and in active learning opportunities related to these installations:

Families recognize and use their multilingual and multicultural knowledges and abilities as strengths and assets, and as relevant to their kids' lives. They activate this knowledge as tools to engage their kids in learning, language development and growth.

Literacy Goals

- Kids grow their abilities to craft and share narratives about their identities and histories, and to make meaning with these stories.
- Families ask and answer more questions of each other about their heritage, cultures, and knowledges.
- Kids develop their vocabularies and broader language practices in English, Spanish, and indigenous Mesoamerican languages and build their abilities to decode and produce words and symbols.

This project is iterative and collaborative, driven by the ideas and abilities of people in the Mexican and Central American communities that Puentes serves.

To date, the Puentes team has:

- Hired a core team of seven community members to co-lead the project. This team has been meeting twice per week since October 2020 to advance the project.
- Through discussions with their core team, established the three general concepts that will guide the installations: 1) An interactive mural in Puentes' space that will contain imagery, language,

and narratives connected with community members' heritage and abilities. 2) Traveling large-scale codices. 3) A map and scavenger hunt of places that are significant in the community, renamed and reinterpreted in indigenous languages.

- Conducted a preliminary community survey to inform the mural installation and deployed a WhatsApp group of community members interested in the project to communicate project updates and opportunities to participate.
- Engaged weekly for four months with community members via Zoom to brainstorm ideas for the mural installation.
- Planned, recorded, and shared three virtual workshops that respond to and are based on community members' skills and abilities, and planned and deployed ongoing family workshops for parents and children to engage together in the project themes and goals and generate content for the installations.
- Connected with project partners and TA providers.
- Orchestrated a community focused game, with the support of Mural Arts, to get feedback on community literacy needs.
- Initiated and made significant progress on a design for the mural installation

REQUIRED SERVICES

Deliverables under the Literacy Rich Neighborhood Project will include:

- Conceptual design for minimum three (3) sites in the defined community
- Site plan(s)
- Preliminary budget
- Rendering(s) of key ideas and intervention
- Participation in necessary project meetings
- Ongoing collaboration and communication with the CBO to ensure that deliverables are meeting their needs, plans, and vision for the project
- Presentation of project to Community Stakeholders (min. 2 convenings scheduled by Community Design Collaborative).
- Presentation of project and participation in Design Review, a peer critique that occurs bimonthly within the Collaborative network (scheduled by Community Design Collaborative)
- Final Presentation to CBO after the acceptance of report by Community Design Collaborative
- Participation in preliminary and post design evaluation interviews
- Completion of tailored [Playful Learning Landscape](#) training and incorporation of the PLLAN design guidelines throughout the design process
[Reference the [Playful Learning Playbook](#) for more details]

The preferred respondent will bring their design and technical expertise to the project, while possessing an enthusiasm to engage and integrate into CBO's existing overall plan and community engagement strategy for the initiative. Beyond the primary CBO partner, there are multiple technical assistance advisors that each have specific interactions with the CBO. In addition to close collaboration with the CBO, notes and information gathered will be shared amongst the group to be incorporated in the design, programming, and evaluation of the LRN initiative. In the case of Puentes, significant community engagement, planning, and preliminary design have already been completed. This information will be provided to the design team upon selection, as part of collaboration with Puentes.



Submission Criteria

Proposals must be submitted online via portal and application form at www.cdesignc.org/LRNI by December 13th, 2021, at 3 PM EST.

Proposals must be a combined PDF and include the name of the submission firm. Email

submissions must identify the proposed site and community-based organization on the cover related to the submission. PDFs can have links to additional websites or resources.

Respondents must complete the LRN Design Team Application form provided on the LRNI landing page on the Collaborative's website.

Responders for this contract should submit evidence of work experience in the creation and design of play spaces for youth, as well as design project management experience. Playful Learning experience is desired, but not necessary, as project teams will receive playful learning training with the Collaborative and the Playful Learning Landscapes Action Network (PLLAN). Experience working with immigrant communities is also desired.

Successful proposals will include names, bios, and resumes for all members of the project team; 3-5 relevant project examples; 3 professional references; and a responsive proposal that addresses project deliverables and goals while responding to the specific site considerations outlined by the CBO.

To best engage the Puentes de Salud clientele and community, teams must be able to work bilingually in English and Spanish. Strong preference for a team that is bilingual, themselves, but Puentes cannot provide interpretation for this work. If interpretation is required, there may be additional funds the Collaborative can provide to support. Additionally, the successful applicant team will be required to include César Viveros, community muralist and member of the Puentes project team, as a member of the design team.

Basis for Selection

The criteria for selection consider:

- Design and technical expertise, including experience with incorporating handmade design components
- Commitment to inclusive collaboration with CBO and with immigrant communities
- Language capacity
- Local zoning/building code expertise
- Design team composition
- Professionalism

The Community Design Collaborative reserves the right to cancel this RFQ/RFP at any time, and issue amendments and/or corrections. The Community Design Collaborative reserves the right to award this contract or to not award this contract and to reject any or all qualifications.

Project teams that have representation from DBE, MBE, WBE enterprises or have a connection/representation/history of work within the neighborhood will be strongly encouraged. Please submit evidence that your firm complies as part of your proposal submission.





All questions related to this RFP will be accepted via online form www.cdesignc.org/LRNI, no phone calls or emails will be allowed. All questions must be submitted by Monday November 29, 2001. Responses will be emailed on or before December 3rd to any contact that submits a question and posted as a project FAQ to the Collaborative's website.

