

Scope of Services

Circular Economy Planning and Stakeholder Engagement

The following represents a scope of services to help the City of Ann Arbor advance work around the circular economy. This scope of services centers on engaging with various community stakeholders, especially non-traditional and underrepresented voices, to guide the City's current and future work to advance and support a more circular economy.

Tasks

Task One: Establish and Organize the Planning Team

This task focuses on creation of a work plan and formation of a planning team to help execute the work plan. Included in this task are the following action items:

- Convening of internal City team to revisit, revise (as needed), and finalize the scope of work.
- Creation of operating principles by which the work will function, inclusive of honesty, transparency, respect, shared decision-making, and a commitment to collaboration.
- Refine timeline and identify any additional resource needs to help execute scope of work.
- Create living scope of work for Resident Advisory Committee

Task Two: Resident Advisory Committee Formation and Meetings

The Consultant will host at least bi-monthly meetings of a Resident Advisory Committee that was established in 2023. The Resident Advisory Committee helps to ground the work of the City, serving as ambassadors for circularity as well as ambassadors for the needs of communities underrepresented in traditional government processes. Included in this task are the following action items:

- Reinstating conversations with previous Resident Advisors to confirm their interest in staying involved.
- Seeking additional Resident Advisors to supplement expertise and experience currently missing in the advisory committee as well as reach those that could not be connected with during phase 1 of the project
- Defining “frontline community” and ensuring frontline communities are represented in the work.
- Identify the best ways to engage with the Resident Advisors, inclusive of in-person meetings, email correspondence, phone conversations, or other techniques.
- Take notes at all meetings, document action items, and support follow-through of key actions.

Work with the Resident Advisory Committee should be grounded in the following values:

- Be transparent with the intention to increase trust.
- Communicate messages through trusted community members or spokespeople.
- Creation of “safe spaces” for active discussions, inclusive of safe and varied locations for meetings.

- Build grassroots efforts to offer ownership to residents.
- Hold multiple engagement meetings. Engage communities on their preferred schedule.
- Communicate in a variety of ways, with considerations that include simplicity, entertainment, variety of venues.
- Build on the willingness of Resident Advisors to be “ambassadors” for the work.
- Eliminate as many barriers to participation as possible, inclusive of providing stipends, supporting transit, providing language translation, and ensuring ADA compliance.

Task Three: Support Grant Fundraising

The Consultant will work directly with the City to submit grants to the State, federal agencies, and relevant philanthropic organizations to advance circularity-related activities identified by the resident advisors and staff as critical to advancing a more equitable and circular economy. This task includes supporting grant writing, securing letters of support, and helping to identify grant funding opportunities.

Task Four: Community Engagement

The Consultant will be responsible for assisting the City in designing, preparing for, executing, and following-up on a series of community engagement activities to advance work on the circular economy. This task requires a significant investment of time and attention to detail. Resident Advisors will be consulted to help organize and prepare for these community engagements, but the Consultant will ultimately be responsible for organization.

The Consultant is expected to develop a community engagement strategy to share with City staff. Once approved, City staff will work in collaboration with the Consultant to implement the strategy. The strategy must use a variety of communication methods, inclusive of digital communications, print materials, in person events, and social media outreach to ensure a wide variety of stakeholders are engaged in the project. In addition to these mediums, attention should be given to leveraging different messengers who are trusted in the community. The Consultant will be responsible for identifying potential messengers and working with the City to engage them in public engagement activities (as outlined in the public engagement strategy).

Task Five: Ongoing Project Management

The Consultant will be responsible for attending twice a month meeting with staff from the Office of Sustainability and Innovations and Solid Waste to keep staff informed about the project and to collaboratively make strategic decisions. The Consultant will also be responsible for note taking during events and sending quarterly status reports on the project. In addition, a final report will be produced at the end of the contract that outlines proposed next steps to continuing engagement and advancing the circular economy in Ann Arbor.

[Draft Project Timeline](#)

January 2024

- Identify and Convene Project Team

- Begin preparing grant proposal(s) to County Waste Reduction Office
- Begin identifying other funding opportunities
- Ongoing project management

February 2024

- Host Resident Advisory Committee meeting
- Continued grant identification and fundraising
- Ongoing project management

March 2024

- Establish detailed calendar for circular economy related engagements
- Continued grant identification and fundraising
- Identification of additional people, communities and organizational allies for activities
- Create agendas for engagement conversations
- Submit proposal to the County Waste Reduction Office
- Ongoing project management

April 2024

- Host community engagement event
- Continue grant identification and fundraising
- Hold 5-8 one-on-one conversations with key stakeholders
- Recruit, as needed, new members to the Resident Advisory Committee
- Ongoing project management

May 2024

- Host community town hall on circular economy
- Hold 5-8 one-on-one conversations with key stakeholders
- Create 2-3 social media announcements, in collaboration with OSI Communications Coordinator
- Support UM Student move-out day by identifying needs of the communities that can be fulfilled with goods from move in/out. Specifically, be a Tier 2 stakeholder in the move out Ann Arbor initiative.
- Host Resident Advisory Committee meeting
- Ongoing project management

June 2024

- Host community town hall on circular economy
- Hold 5-8 one-on-one conversations with key stakeholders
- Create 2-3 social media announcements, in collaboration with OSI Communications Coordinator
- Support fundraising efforts
- Summarize fundings to-date
- Provide status report with any recommended revisions
- Ongoing project management

July 2024

- Continue community engagement
- Host Resident Advisory Committee meeting
- Continue fundraising support
- Ongoing project management

August 2024

- Continue community engagement
- Ongoing fundraising support
- Ongoing project management

September 2024

- Provide project status briefing
- Host Resident Advisory Committee meeting
- Continue public engagement
- Ongoing project management

October 2024

- Continue community engagement
- Draft preliminary fundings and discuss project revisions to complete scope
- Support fundraising
- Ongoing project management

November 2024

- Host Resident Advisory Committee
- Continue public engagement
- Support fundraising
- Ongoing project management

December 2024

- Prepare and submit final report of results, next steps, and action items
- Complete any remaining public engagement activities
- Host close-out meeting with Resident Advisory Committee
- Present findings to City staff and potentially to the City’s Environmental Commission

Budget

The total budget for the proposed scope of work is \$80,000. The Consultant will help administer these engagement/stipend dollars.

Task	Budget
Task One - Establish and Organize the Planning Team	\$5,000

Task Two – Resident Advisory Committee Formation and Meetings	\$15,000
Task Three – Support Grant Fundraising	\$15,000
Task Four – Community Engagement	\$30,000
Task Five – Ongoing Project Management	\$10,000
Public Engagement Support Resources	\$5,000
TOTAL	\$80,000