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RFP #26-02
Community Engagement Consultant – Regional Resilience Hubs Project

Key Dates

RFP Release: Jan 12, 2026
Proposals Due: Jan 26, 2026, 5:00 pm

Point of Contact

Diane Fusco, Director of Workforce & Operational Excellence - dfusco@planrva.org
Cc: Katie Moody, Project Manager - kmoody@planrva.org

Scope at a Glance

Project budget - NTE \$120,000

Submission

Single PDF (≤12 pages, not including cover pages, references, or appendices).
Email to dfusco@planrva.org, cc kmoody@planrva.org with subject:
“Proposal – Regional Resilience Hubs Engagement Consultant.”

Reference Materials/Links

[Kickoff Workshop Summary \(PDF\)](#)
[Phase 1 Summary Report \(PDF\)](#)
[Richmond MSA Map \(PDF\)](#)
[Project Public Engagement Site](#)
[Technical Consultant RFP](#)

Funding Contingency

In the event of a federal government shutdown, final award/contract execution and schedule may be adjusted pending fund availability.

RFP #26-02

Community Engagement Consultant – Regional Resilience Hubs Project

1. Introduction

The Richmond Regional Planning District Commission (**PlanRVA**) invites proposals from qualified firms to provide **community engagement, communications, and facilitation** support for the Regional Resilience Hubs Project. This contract will build on Phase 1 engagement and support stakeholder communications through plan development and training.

This project is funded under the [FEMA FY24 Regional Catastrophic Preparedness Grant Program \(RCPGP\)](#) and represents the next phase of an ongoing regional initiative to build community resilience across the Richmond Metropolitan Statistical Area (MSA).

The purpose of this task order is to secure **Community Engagement Consultant** support to transition the project from Phase 1 locality focus group engagement into coordinated stakeholder communications, steering committee support, public-facing materials, and facilitation of public comment activities aligned with technical plan development and implementation.

What is a “Resilience Hub”?

A Resilience Hub is a trusted, community-serving facility designed to support residents before, during, and after emergencies. Hubs can provide resources like charging stations, cooling or warming centers, food and water, health services, or just a place to get reliable information. They are tailored to the specific needs of the community they serve and are especially important for supporting vulnerable populations during times of crisis.

What input we’re seeking now

The purpose of this task order is to secure a **Community Engagement Consultant** to transition the project from Phase 1 locality focus groups into coordinated stakeholder communications, steering committee support, public-facing materials, and facilitation of public comment aligned with technical plan development and implementation. The consultant will also gather concrete, ready-to-use input to shape the regional framework and help localities operationalize Resilience Hubs.

2. Background & Context

PlanRVA, in partnership with the [Greater Richmond Continuum of Care \(GRCoC\)](#) and the [Emergency Management Alliance of Central Virginia \(EMACV\)](#), is leading the development of a **Regional Resilience Hub Plan** to strengthen disaster preparedness and response across 17 localities and five tribal nations in the Richmond MSA.

Phase 1 of the project (2024–2025) established a strong foundation through:

- A regional kickoff workshop (April 2025),
- Locality-level focus group meetings (Summer 2025), and
- A Summary Report synthesizing findings, gaps, and priorities for regional planning (Fall 2025).

The project now moves into **Phase 2: Technical Planning and Framework Development**, building on the outcomes of these early engagement activities.

PlanRVA previously partnered with [Florican](#) to facilitate Phase 1 locality conversations and stakeholder sessions. In Phase 2, a Community Engagement Consultant will continue this role—leading outreach, stakeholder communications, and public-facing engagement activities that align with technical plan development.

A separately procured Technical Planning Consultant will collaborate closely with the Community Engagement partner to ensure coordinated communication, alignment between technical and outreach workstreams, and consistency in messaging and deliverables.

Proposer Resources

PlanRVA is providing the following resources as non-binding reference materials to ensure shared understanding of prior work and regional context. Proposers are not required to rely on these materials; they are offered solely to inform approach development.

- [Kickoff Workshop Summary](#)
- [Phase 1 Summary Report](#)
- [Richmond MSA Map & Jurisdictions](#)
- [Project Public Engagement Site](#)
- [Technical Consultant Task Order](#)

2. Scope of Work

Scope Overview. The Community Engagement Consultant will design and deliver a concise, equity-centered engagement and communications program that complements technical planning while keeping stakeholder participation efficient. The consultant will focus on shared messaging, authentic partner/resident engagement, light strategic facilitation where it adds clear value, and translating technical work into accessible materials for communities. Formats may be in-person, virtual, or hybrid, as appropriate.

All deliverables will be shared with PlanRVA's engagement team, including updated contacts, touchpoint results, and de-identified demographics in approved templates.

Coordination note. The Technical Planning Consultant owns the technical deliverables and chairs the main Steering Committee; the Community Engagement Consultant works alongside them to maintain alignment and ensure timely, two-way information flow between engagement and technical work. The CE Consultant will coordinate closely with both teams, participate in joint check-ins as needed, and keep engagement products aligned with technical milestones. All materials must be editable, concise, and suitable for regional reuse.

Task A — Supporting Communications & Messaging Development

Purpose. Develop and deploy plain-language messaging strategies that clearly explain the project and the purpose/function of Resilience Hubs—building buy-in among elected officials, staff, community partners, and residents, promoting consistent regional language, and enabling aligned local implementation.

Activities:

- **Working group(s):** Convene a small communications/PIO group of staff and regional partners to refine definitions, audiences, and key messages; align with technical terminology as Task 1 evolves.
- **Core Messaging Toolkit:** Produce reusable, editable materials (Hub 101 brief, slide deck template, FAQs/infographic, audience-specific talking points) that localities can adapt, and, if requested, a short explainer video package (script, storyboard).
- **Best Practices review:** Summarize peer approaches and messaging lessons to inform tone, accessibility, and equity framing.
- **Milestone communications support:** Provide short copy packages for website/Social Pinpoint/email at key milestones (e.g., consultant onboarding, framework release, public comment windows).
- **Message maintenance:** Updates to keep materials consistent with technical deliverables and stakeholder feedback.

Deliverables:

- **Messaging Toolkit** (editable files): Hub 101 brief, slide deck template, FAQs/infographics, talking points by audience.
- **Best-Practices Summary**
- **Milestone Communications Drafts** (short web/email/Social Pinpoint copy, as requested by PlanRVA).

Task B – Community Partner & Resident Engagement.

Purpose. Build authentic partnerships with community-based, faith, and service organizations and engage priority residents to ground the project locally, validate needs, refine messaging, surface access barriers (incl. language/accessibility), and identify roles/resources that support hub readiness.

Activities:

- **Stakeholder mapping:** Compile an equity-lens roster of priority partners by locality/sub-region; identify gaps.
- **Partner touchpoints:** Plan and facilitate sub-regional info sessions/working circles; capture “what we heard” and practical implications for the technical work.
- **Resident touchpoints (priority areas):** Co-design pop-ups/listening sessions with trusted hosts (libraries, community centers, faith sites); use plain-language handouts and quick feedback tools (e.g., QR prompts).
- **Access supports:** Coordinate translation/interpretation and basic accessibility accommodations with PlanRVA/local partners.

Deliverables:

- **Engagement plan & calendar** (living; aligned to technical milestones).
- **Contact roster** (partners/resident hosts).
- **Session packets & recaps** for partner and resident sessions.
- **Quarterly Engagement Synthesis:** one memo that summarizes partner/resident feedback, participation stats, identified gaps, and implications for the technical work.

Task C - Steering Committee & Stakeholder Support

Purpose. Help PlanRVA and the Technical Consultant shape a practical mix of steering/working groups with smart membership, efficient meetings, and clear feedback loops.

Activities:

- **Advise on structure:** roles, cadence options, and decision/feedback pathways.
- **Light meeting support (as requested):** agenda consult, plain-language pre-reads, live notes/recap.

- **Participation tracking:** Maintain a master log of engagement (events, attendance, affiliations) and flag gaps/trends.

Deliverables:

- **Structure memo** (2–3 pages: groups, roles, cadence, information flow).
- **Up to four (4) meeting-support packages** (agenda, notes/summary).
- **Master participation log**

Task D – Public Comment Support (Two Rounds)

Purpose. Support two formal public comment rounds for the draft plan by translating technical content into accessible community materials; ensure input is captured and returned to the technical process.

Activities.

- **Comment materials:** Prepare plain-language summaries/FAQs, community-ready briefs/visuals, web/Social Pinpoint copy, and clear prompts for each round; coordinate accessibility and language access.
- **Notices & channels:** Provide short announcement copy and related visuals for PlanRVA/local channels (web/email/social).
- **Public sessions (optional):** Host up to **two** virtual/hybrid walk-throughs (total across both rounds) to present content and take questions.
- **Intake & synthesis:** Manage comment intake; produce a concise comment matrix with themes, responses/disposition, and recommended edits for the technical team.

Deliverables.

- **Public-facing summaries/FAQs** and website/Social Pinpoint copy.
- **Session materials & recap** (if sessions are held).
- **Consolidated comment matrix** + brief “what we heard” memo for each round.

Notes: Formats for public sessions, workshops, or other stakeholder/engagement meetings may be in-person, virtual, or hybrid. Counts/cadence to be finalized in the kickoff workplan. PlanRVA retains list management, posting, and distribution; the CE Consultant supplies content.

Contract Value (Not-to-Exceed). The total contract value for this task order is not-to-exceed **\$120,000**. This is an all-inclusive amount covering professional fees, meetings, travel, materials/printing, translation/access supports, and incidentals required to deliver the scope and deliverables. No costs beyond this amount will be paid without prior written authorization via a contract modification.

4. Coordination with Technical Planning Consultant

PlanRVA will retain a separate Technical Planning Consultant under a distinct procurement process. That firm will lead data/analysis and plan development; the Community Engagement Consultant will coordinate closely to align outreach activities and public-facing materials with technical milestones and deliverables.

The **Community Engagement Consultant** selected under this RFP will:

- Lead outreach, public involvement, and community-facing communications.
- Design and manage stakeholder surveys/feedback tools and run public comment periods.
- Support storytelling and messaging about the regional plan, ensuring materials are accessible and actionable across the Richmond MSA.

The **Technical Planning Consultant(s)** will be expected to:

- Maintain regular coordination with the Community Engagement Consultant through joint meetings and shared work sessions.
- Provide technical content, visuals, and data summaries to inform engagement materials.
- Support up to two (2) public meetings (prep, attendance, brief recap).
- Ensure consistency between technical deliverables and public-facing materials, particularly during public comment and outreach phases.

PlanRVA will facilitate coordination between all consultant teams to ensure all project elements advance in tandem and reflect a unified regional strategy.

6. Project Timeline (2025–2027)

Phase	Description	Target Completion
Phase 1: Regional Kick-off/Locality Engagement & Strategy (Completed)	Kickoff workshop, focus groups, and engagement summary report.	Fall 2025
Phase 2: Procurement & Onboarding	Consultant selection, contracting, and project kickoff. CE: launch core messaging toolkit draft, set outreach calendar, stand up steering/working-group structure with PlanRVA.	Feb 2026
Phase 3: Technical Framework & Tools	Launch steering committee, conduct data analysis, develop regional framework and practical tools for implementation. CE: partner mapping & sub-regional touchpoints, resident listening where targeted, maintain comms	Oct 2026

	packets/updates, light meeting facilitation for steering.	
Phase 4: Plan Development & Public Comment	Publish the draft plan, gather feedback, and finalize the Regional Resilience Hub Plan. CE: prepare plain-language summaries/FAQs, manage comment intake/synthesis, host up to two virtual walk-throughs, deliver quarterly engagement synthesis.	Mar 2027
Phase 5: Training, Workshops & Exercises	Deliver regional trainings, implementation workshops, and exercises. CE: outreach support, participant communications, attendance tracking/recaps.	Sept 2027
Phase 6: Project Closeout	Final reporting, evaluation, and financial closeout. CE: final engagement summary and handoff of editable materials.	Oct 2027

Note: The consultant(s) will work closely with PlanRVA to refine and confirm specific milestones as part of the final workplan developed during project initiation.

7. Consultant Qualifications & Expectations

Minimum Qualifications:

- Proven experience designing and delivering community engagement for regional/public-sector projects.
- Strong facilitation skills across cross-sector groups (local government, CBOs/faith, social services, public health).
- Demonstrated ability to produce plain-language materials (one-pagers, slides, web copy) and summarize input clearly.
- Experience planning accessible engagement (e.g., language access, ADA considerations) and tracking participation.
- Solid project management: clear timelines, coordination, and on-time deliverables.

Preferred Qualifications:

- Familiarity with the Richmond MSA or similar mixed urban–suburban–rural regions.
- Prior collaboration with technical planning teams (e.g., emergency management, resilience, hazard mitigation).

- Experience supporting public comment processes and translating technical content for general audiences.

8. Evaluation Criteria

Criterion	What we're looking for	Weight
Project Understanding & Approach	Clear engagement strategy aligned to this scope; practical, equity-minded methods; accessible deliverables.	35%
Work Plan & Schedule	Realistic sequencing tied to technical milestones; efficient use of stakeholder time.	25%
Team & Management	Relevant staff roles, facilitation strength, coordination plan with PlanRVA/Technical team.	20%
Experience & Samples	Prior, similar public-sector/regional engagement; strong examples of plain-language products.	15%
Cost	Reasonable, clear pricing aligned to tasks/deliverables.	5%

PlanRVA may request **interviews or clarifications** prior to final selection.

9. Proposal Submission Instructions

Deadline

Submit electronically by **Monday, January 26, 2026, at 5:00 p.m. ET**. Late submissions will not be considered.

Format

- Max **12 pages** total (cover-to-conclusion).
- Appendices (e.g., budget tables, sample materials), cover pages, or references do **not** count toward the limit.

Required sections

1. Cover Letter
2. Project Understanding & Engagement Approach
3. Work Plan & Timeline (key milestones tied to technical phases)
4. Team & Roles
5. Relevant Experience / Samples (links or brief appendices ok)
6. Budget & Cost Breakdown

How to submit

Email **one (1) PDF** to:

- **Diane Fusco**, Director of Workforce & Operational Excellence — dfusco@planrva.org
- **CC: Katie Moody** — kmoody@planrva.org
- **Subject line:** *Proposal — Community Engagement Consultant (Regional Resilience Hubs)*

Federal Funding Contingency. This procurement is funded by a federal grant. **In the event of a disruption or discontinuation of federal funding**, final award and contract execution may be delayed or discontinued. Award of a contract is contingent upon confirmation of funds availability. PlanRVA may delay, modify, suspend, or cancel this solicitation or any resulting contract without liability or cost until funding is restored. Schedule milestones may be adjusted accordingly.