

Legislative Agenda Development Consultant Request for Proposals

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) believes in the power of local parks and recreation to increase the health, wellness, vitality, and resilience of communities everywhere. Rooted in social equity, NRPA advocates on behalf of all people, delivering funding, resources and innovative solutions to the issues impacting our communities. NRPA's members of park and recreation professionals and advocates are 65,000 strong and represent public spaces in urban communities, rural settings, and everything in between. Our work is driven by three pillars:

- Conservation – Protecting open space, stewarding resources, connecting children to nature, and engaging communities in conservation practices.
- Health and Wellness – Leading the nation to improved health and wellness through parks and recreation; and
- Equity – Ensuring all people feel welcomed and have access to the benefits of quality parks and recreation

In early 2020, NRPA launched its most recent [strategic plan](#), identifying five strategic directions to guide our work over the next three years:

- Build a Movement
- Ensure Access for All
- Advance Community Health and Wellbeing
- Build Community Resiliency
- Prepare the Profession for the Future

Purpose

NRPA advocates with and on behalf of our members to advance legislative and programmatic solutions that support our three pillars at the federal, regional, and local level. Our public policy and advocacy team raises awareness of the essential role parks and recreation plays in every community. We are committed to leading and organizing innovative advocacy campaigns that advance funding and legislation to improve equitable access to green space and recreational opportunities for all people.

In our ongoing efforts to ensure that our legislative and advocacy efforts are addressing the challenges and ambitions of our members, NRPA is enlisting a consultant to engage a diverse group of stakeholders for comments and ideas for our 2023-2024 legislative agenda. This project will help NRPA in its efforts meet our strategic goal to “build a movement” for parks and recreation. We are committed to ensuring our 2023-2024 legislative plan incorporates a thoughtful approach that captures the most pressing challenges and leading-edge ideas from our diverse membership and stakeholders. We envision a collaborative process of co-developing solutions that will accelerate federal public policy that recognizes the vital role park and recreation agencies play in local communities and increases public investments in the field of parks and recreation.

Project Overview

The consultant will assist with the information gathering, analysis, and development of NRPA's legislative agenda for the 2023-2024 congressional term. The consultant will be tasked with identifying key constituencies and arranging listening sessions with these stakeholders to gather ideas for our upcoming legislative agenda. The agenda will be created with the guidance of NRPA's public policy and advocacy team.

Examples of stakeholders that we are looking to consult include:

- Organizations representing BIPOC constituencies
- NRPA state affiliates
- Active NRPA members
- Relevant outdoor recreation groups/coalitions

Scope of Work and Deliverables

The consultant will have access to NRPA staff members from across the organization. The consultant will be responsible for producing the following deliverable:

1. Listening Sessions

The consultant will be responsible for organizing and conducting listening sessions to gather ideas for a legislative agenda from a variety of diverse stakeholders. NRPA staff will assist in the creation of a stakeholder list and facilitate connection with the organization/individuals. These conversations should allow for a full sharing of ideas of what our stakeholders would like to see in NRPA's next legislative agenda.

The consultant will conduct a number of stakeholder meetings/sessions as agreed upon by the consultant and NRPA staff. Once the listening sessions are concluded, the consultant will create a summary document that collates the information and provides a pertinent commentary for NRPA staff to review.

2. Suggestions for Legislative Agenda

NRPA's public policy and advocacy department will work collaboratively with the consultant to ground suggestions in what is feasible based on staff capacity and the political reality. The finished product will be a draft agenda for consideration by NRPA's leadership.

To ensure success, NRPA will provide the consultant the following:

1. Access to pertinent NRPA documents and staff across several departments
2. Contact information, background information, and communication from staff introducing consultant(s) to relevant stakeholders
3. Existing resources from previous legislative agenda materials

Proposal Instructions and Contact Information

NRPA is seeking proposals (three pages maximum) with the following components:

1. Brief overview of your background and qualifications, paying special attention to background eliciting feedback from a diverse group of stakeholders and knowledge of legislative and political processes and realities.
2. Description of your proposed approach to the project, including resources you will use to accomplish the project and why you are interested in this project
3. Timeline of activities for the project – the goal is to have the completed content delivered to NRPA by the end of October.
4. Overview of communication activities, including how often you will meet with NRPA
5. Budget with the specific staff (or staff level) assigned to the project, amount of time anticipated for each staff person on the project, their hourly rates, and a total proposed budget
6. Please include 2-3 samples of written and/or designed work

Proposals will be evaluated based on qualifications, experience, and background.

The point of contact for this opportunity is Kyle Simpson, Director of Government Relations, and can be reached at ksimpson@nrpa.org. Submitters are encouraged to reach out with any questions about scope, proposal expectations, or budget.

Proposals are due via email by July 6th, at 11:59pm EST. It is anticipated that applicants will be notified of the status of their proposals by Tuesday, July 19th, 2022.