



Date: December 18, 2023

To: Wanda S. Page, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Sara M. Young, AICP, City-County Planning Director
Subject: Contract with T. G. Allen & Associates, LLC for Equitable Engagement on the New Unified Development Ordinance

Executive Summary

As part of the Fiscal Year (FY) 2024 Planning Department work program, the Planning Department has hired a consultant, Code Studio, to comprehensively rewrite the Unified Development Ordinance (UDO) to implement many of the policies and action items in the newly approved Comprehensive Plan. The department is also seeking to contract with an equitable engagement consultant to inform and support this work. A Request for Proposals (RFP) was issued in May 2023 and received three responses. In July and August, a panel reviewed the responses and conducted interviews with finalists and selected T. G. Allen & Associates, LLC as the preferred vendor for engagement on the new UDO project.

Motion

To authorize the City Manager to execute a contract with T. G. Allen & Associates, LLC with a contract not to exceed the amount of \$157,515.

Background

The new Durham Comprehensive Plan, under development since 2019, was adopted by the City Council and the Board of County Commissioners in October 2023. To implement the community's land use vision as articulated in the new plan, major revisions are required to the City-County UDO that was originally adopted by the City Council and the Board of County Commissioners in 2005. Due to the size and complexity of the task of performing a comprehensive rewrite of the UDO, Planning staff has contracted with a technical consultant, Code Studio, for work on the new UDO. In addition, due to the scope of this project and the desire to continue to employ equitable engagement, the Planning Department recommends that a community consultant be retained to lead equitable engagement on this project. A FY 2023 budget carry-over of \$150,000 was approved by the City Council for the purpose of engagement on the new UDO.

Issues and Analysis

T. G. Allen & Associates, LLC was founded in 2018, and describes their approach to this work as follows in their proposal:

“At TG Allen & Associates, we specialize in providing comprehensive community engagement solutions designed to foster positive relationships, facilitate effective communication, and promote collaboration - built upon open and trustworthy dialogue - between City staff and the diverse members of the Durham community. We understand the importance of engaging all stakeholders - specifically those from

historically underserved and under-represented communities - in the decision-making processes, and we have a proven track record of delivering successful outcomes.”

In addition, Tawannah Allen has extensive experience in the Durham community, having come here to attend North Carolina Central University in 1991.

In addition, the Department received proposals from Morales Planning Visionaries Co. LLC and Be Connected Durham. After review of the proposals and consultant interviews, T. G. Allen & Associates, LLC was the top choice of the selection committee.

As with the Comprehensive Plan, the Planning Department is committed to fully following the *Equitable Community Engagement Blueprint* and will be working closely with the engagement consultant and the technical consultant to assure the *Blueprint* is followed throughout the new UDO project.

Alternatives

City Council could deny the approval of the contract with T. G. Allen & Associates, LLC for engagement on the new UDO. This alternative could delay the development of a new UDO, strain departmental resources, or result in insufficient or inequitable engagement on the project.

Financial Impact

City Council approved a FY 2023 budget carryover request of \$150,000 for the purpose of hiring a consultant to rewrite the UDO. The remainder of the needed funds is available in the Planning Department’s existing Professional Services budget. These funds, collectively in 0J000000-725000, are sufficient to cover the cost of this contract.

Equal Business Opportunity Summary

The Underutilized Business Compliance Division reviewed the specifications submitted for the above-referenced effort to determine appropriate UBE participation goals.

MUBE Participation Goal:

Based on the specifications outlined for this project, the MUBE participation goal should be 8%.

WUBE Participation Goal:

Based on the specifications outlined for this project, the WUBE participation goal should be 0%.

Contractor Workforce Diversity & Hiring Practices

The workforce statistics are shown in the table below. The contractor, Tawannah Allen, is the owner and president of T. G. Allen & Associates, LLC, and as such all roles below are hers to complete.

| Employment Category | Total Employees | Males | | | | | | | Females | | | | |
|---------------------|-----------------|-------------|---------------|-------|-------|----------|---------------------------|--------------------------|---------|-------|----------|---------------------------|--------------------------|
| | | Total Males | Total Females | White | Black | Hispanic | Asian or Pacific Islander | Indian or Alaskan Native | White | Black | Hispanic | Asian or Pacific Islander | Indian or Alaskan Native |
| Project Manager | | | | | | | | | | | | | |
| Professional | 1 | | 1 | | | | | | | 1 | | | |
| Labor | | | | | | | | | | | | | |
| Clerical | | | | | | | | | | | | | |
| Totals | 1 | | 1 | | | | | | | 1 | | | |

According to the contractor’s responses to the “Workforce Hiring Questionnaire,” the contractor frequently directs their hiring, recruitment, and mentoring efforts to women- and minority-focused groups, clubs, and universities.

Attachments

- Attachment A: Contract
- Attachment B: Scope of Work
- Attachment D: Underutilized Business Compliance Report