



Bike Cleveland | Request for Proposal: Race, Equity & Inclusion (REI) Consultant

About Bike Cleveland

Bike Cleveland is creating a region that is sustainable, connected, healthy, and vibrant by promoting bicycling and advocating for safe and equitable transportation for all. We envision a network of well-designed bikeways and walkways that allow all people to safely navigate our communities and beyond. We believe biking, walking, and access to public transit should be convenient, safe, used by a majority of people, and a source of Cleveland's pride.

We believe that safe and inviting multimodal facilities are a civil right, and transportation choice is essential to a high quality of life and economic growth. We engage and educate communities, institutions, and civic leaders to promote that belief. Our work builds a strong network of advocates through our members, local chapters, bike groups, volunteers, supporters, and communities who are essential in accomplishing our mission. We fully integrate equity and diversity in our work to ensure our movement grows inclusively across the region. We demonstrate what is possible through projects, outreach and events

Over the past 10 years, we've grown our membership to over 1,000 people; advocated for over 100 miles of bike facilities and bike friendly policies; brought Safe Routes to School funding and programming to CMSD schools; taught over 5,000 people bike safety skills including seniors, refugees, and youth; and engaged over 80,000 people through our events and programs. Through our work we are changing the narrative of how people view bicycles and walking as viable transportation options in our region. We are the authoritative voice for what the decision makers could and should do in terms of increasing accessibility and mobility options. **Our programs and services include:**

- **Advocacy** - Advocating and providing technical assistance for facilities that make bicycling safe, convenient, and fun for people of all ages and abilities. We do this by working with city officials and partners for the adoption and implementation of complete street concepts, expansion of bike parking facilities, supporting the growth of bike share and shared mobility, and ensuring that installed bike facilities are properly maintained. We also work in the policy arena, encouraging lawmakers to pass legislation and adopt plans that better serve all road users (i.e., Vision Zero and the Complete Streets ordinance), and manage an annual public awareness campaign that aims to normalize and humanize cycling.
- **Education** - Teaching bike commuting and safe riding courses at local businesses and through community organizations to help encourage employers/employees/residents to commute by bicycle. We also offer education programs aimed at older adults and youth.
- **Encouragement** - Organizing and implementing events and programs that bring people on bikes together to create a powerful network of people that can be leveraged as a group to achieve meaningful change in our region. Special emphasis is placed on engaging those new to cycling and helping them get to know other cyclists. We do this

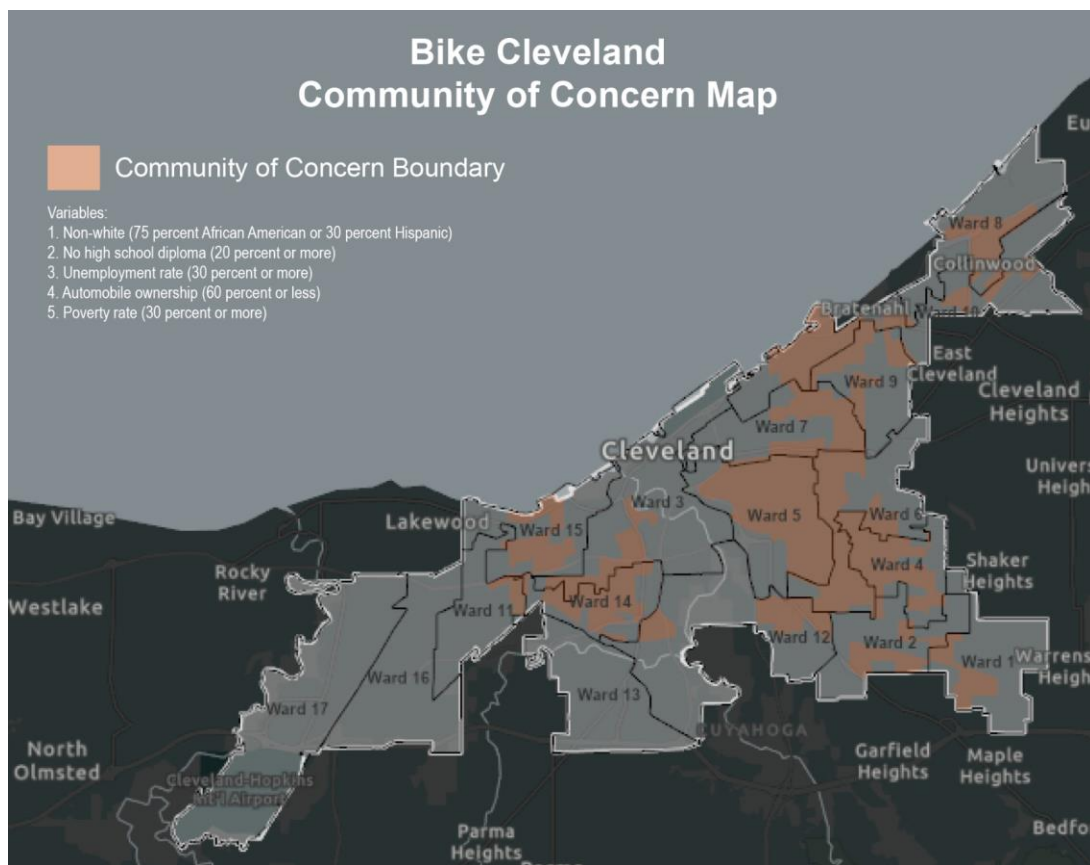


by hosting socials, organizing rides, and integrating bike programming within larger community events.

Bike Cleveland's work is for people biking and walking in the Greater Cleveland area, with a focus on ensuring that our work addresses the needs of Greater Clevelanders who have historically been marginalized by transportation system decisions. Historical and systemic transportation policies and practices have created inequitable conditions and marginalized many in our community. Bike Cleveland is committed to challenging these historic transportation policies, its own history and practices, as well as that of our members and affiliates.

As we reckon with our nations and local community's wicked problems, we are committed to this long-term journey and reconciliation. Bike Cleveland envisions a community where every person has equitable access to biking, walking and public transit. We are committed to listening, building authentic relationships, and developing equitable practices that uphold our strategies.

Bike Cleveland strives to be intentional about engaging, reflecting, and working with communities, populations and neighborhoods who have traditionally been underinvested in, including BIPOC (Black, Indigenous, People of Color), transgender people, women, people with low income, people with disabilities, and residents of our [identified areas of concern](#)



To support our mission and commitment to equity we have developed the following goals and actions in partnership with Bike Cleveland's equity committee, which consists of a diverse subset of Bike Cleveland's board, members, and community partners:



- Board and staff diversity that is representative of the city we serve.
- Mandatory racial, equity and inclusion training for staff, volunteers, board, and chapter leaders.
- Programs and events designed in such a way to create inclusive and welcoming environments.
- Resource and program offerings that educate our networks (members and the general public) and bring awareness to topics related to transportation equity. Grounded in creating conditions that allow for just and fair inclusion in which everyone can participate, our equity goals emphasize erasing disparities in race, income, ability, geography, age, gender and sexual orientation.
- Partnerships with and support for others who are also committed to advancing mobility equity.
- Empowerment of people through increased access to bicycles and shared mobility (bike share, scooter share, public repair stands).
- Development of an Ambassador Program/Neighborhood Mobility Committees within Cleveland's neighborhoods.

We are committed to review our work with an to advance of these goals as core values in advancing our mission. We encourage our members and supporters to hold us accountable in our racial, equity and inclusion work. We also invite our funders to advise on how Bike Cleveland can improve as an organization dedicated to safe and equitable transportation for all.

We also have a growing network of chapters that now extends into several suburban communities. Currently we have chapters in Lakewood, Euclid, Brecksville/Broadview Heights, Parma/Parma Heights, Solon and the Chagrin Valley areas. Each of these chapters consists of local residents and business persons dedicated to ensuring that their respective communities embrace Bike Cleveland's mobility and equity goals.

Profile of Bike Cleveland

- # Staff: 3 + 1 paid consultant
- # Board members: 19
 - Race/Ethnicity breakdown - 14 White, 4 Black, 1 Asian/Hispanic
 - Gender breakdown - 7 female, 12 male
- Volunteer Base: 30-50 volunteers per year
- 1,000 dues paying members
- [# and Types of Programs](#)
- [Read Bike Cleveland's 2019-2024 Strategic Plan](#)
- [Bike Cleveland Equity Statement Blog Post](#)

To continue to advance our work equitably, Bike Cleveland is seeking a race equity and inclusion consultant to provide training for our staff and volunteers and to assist with an organizational assessment of our programs to ensure we are eliminating barriers to advocating and serving diverse communities. Details on the scope of work are outlined below.



Scope of Work

The support we are seeking from an equity consultant is two-fold:

1. We want to ensure our staff, board, and chapter leaders have training in racial equity and inclusion so that we all have similar language and an understanding of history to inform strategies for achieving transportation equity and for helping to address racism as a public health crisis in Cleveland. Including a variety of training options (in-person, virtual, etc.) with ongoing training annually.
 - a. Through racial equity and inclusion training we want to develop a common understanding of how place and equity directly influence health.
 - b. Identify policies and procedures for onboarding/ongoing REI training for existing and future Bike Cleveland leaders (board/staff/volunteers).
2. We are seeking an organizational assessment (evaluation) of our strategic plan, existing programs, communications, and board/committee structure through an equity lens so that we can continue to expand who we are serving by eliminating barriers to advocating for and serving diverse communities.

*Note: Review of organization programs and community engagement may be in partnership with a technical assistance provider through the Center for Disease Control (Charles T. Brown).

- a. Complete a baseline analysis prior to the training to see how we're currently doing in relation to equity, diversity and inclusion in our programs/advocacy.
- b. Review our 2019-2024 strategic plan to ensure that diversity, equity, and inclusion are threaded throughout.
- c. Connect equity and inclusion to our community engagement initiatives and to everything we do.
- d. Help prioritize all of the actions resulting from this process.
- e. Develop goals and performance metrics that can be reviewed on an annual basis to hold ourselves accountable.

Timeline and desired timeframe

We want to begin implementing consultant recommendations tentatively by the end of quarter 1 or beginning of quarter 2 of 2022. We will have realistic expectations around what's feasible based on the project start time.

Budget

We anticipate spending \$8,000-\$10,000 to complete this scope of work. This budget amount is negotiable based on recommended scope of work and experience.

Evaluation Criteria

The criteria below will be used as minimum requirements to assess proposals.



- The consultant has experience in delivering work products and conducting interactive sessions that incorporate DEI.
- The consultant has experience in the following areas:
 - Leading discussion about race, inequality, and discrimination in multicultural organizations.
 - Leading discussion about bias and building capacity to recognize and reduce bias
 - Recruiting and hiring process:
 - Assessing current practices
 - Drafting and implementing recommendations to align current practices with recognized standards for best practices

The preferred criteria below will be used to assess the pool of appropriate candidates for the best-fit consultant.

- The consultant represents a Black, Indigenous, or Person of Color (BIPOC) owned business.
- The consultant embraces an active approach toward achieving equity for all people, considering systemic issues and how these impact individuals.
- The consultant has a demonstrated focus in the nonprofit sector, and preferably with small or medium sized organizations.
- The consultant has experience facilitating workshops with participants of all levels, including staff, board members and volunteers.

Respondents are welcome to submit clarifying questions on any of the above information. Questions should be emailed to jacob@bikecleveland.org. Please limit proposals to no more than ten pages and include the following:

- Cost proposal broken out between the two deliverables (Training and Organizational Assessment)
- Description of how the consultant plans to undertake the described scope of work.
- Description of the consultant's qualifications to undertake the described scope of work and examples of similar projects or clients the proponent has worked for.
- Resumes/CVs of the consultant's team, if applicable, may be attached to the proposal and will not count toward the proposal page limit.

Note: All proposals and documents submitted to Bike Cleveland will be kept confidential.

Deadline and submission: All documents must be submitted to Jacob VanSickle at jacob@bikecleveland.org by close of business on October 6th, 2021. A decision will be made by October 21st, 2021.