



REQUEST FOR PROPOSALS
RFP# 2027-01-419REAP
By Town of Carrboro, NC
Racial Equity Action Plan (REAP) Update - Weaving Equity in Carrboro Town
Governance

June 5, 2026

Introduction:

The Town of Carrboro requests proposals from qualified firms and organizations interested in partnering with the Town on the update of Carrboro's Racial Equity Action Plan (REAP). The Town anticipates awarding a single contract and working collaboratively with selected project partners and other agencies throughout the planning and engagement process.

Project Description:

The selected consultant will complete a series of interconnected deliverables that culminate in the development of an updated Racial Equity Action Plan (REAP). The final deliverable will be a comprehensive, actionable, and community-informed updated REAP that provides a framework for advancing equity goals, measuring progress, and ensuring accountability over time.

The scope of work includes:

- Review the current REAP, supporting materials, and evaluate 80 departmental equity lenses.
- Assess the current equity lens framework and provide recommendations for revisions and enhancements.
- Partner to design and support internal and external engagement processes, including civic assembly activities and other community engagement efforts.
- Develop an updated Equity Action Plan that establishes long-term equity goals (e.g., 10-year goals and outcomes).
- Identify measurable short- and medium-term milestones (3–5 years) to track progress toward long-term goals.
- Prioritize high-impact equity themes, strategies, and actions.
- Provide clear implementation steps, timelines, and resource considerations to support successful execution.
- Develop community-informed recommendations and strategies that reflect engagement findings and stakeholder input.
- Establish metrics and performance measures to track progress, outcomes, and accountability.

Project Schedule: The following is a preliminary milestone date list for this project:

<u>Task:</u>	<u>Date</u>
Accept Qualifications	by June 15, 2026
Interview Firms	TBD

Submittal Format: Electronic proposal of services, including cost, timeline and supporting materials.

Proposal Content: The written proposal should provide background information about the company. For the purposes of the RFP, the term “company” shall refer to the prime respondent of this RFP or in other words, the company with whom the Town of Carrboro will contract. The term “consultant” shall refer to any and all consultants with whom the prime respondent will include on the project team. The proposal shall clearly delineate any experience, background, etc. between the prime “company” and “consultants”.

Specifically, the RFP should address the following information.

- 1: Company profile listing: name, address, year established, type of ownership, size of company and staff.
- 2: Information about project team, including: the identity of all key personnel, a description of their respective responsibilities.
3. Company’s experience in development of race and equity strategies, tools and plans and engaging stakeholders. Areas of expertise should include equity analysis of local government services.
- 5: Summary of two (2) similar projects, in the past 5 years. Include the following: Description of the project, deliverables, year completed and contact person.
- 6: Timeline and estimated completion schedule for this project.
- 7: Additional information the respondent believes to be relevant to the selection efforts of the Town of Carrboro including minority business status of prime or consultants. Also include other charges associated with a project.

Proposal Submission: Submit by email no later than 2:00 PM Wednesday, June 15, 2026. No submittals will be accepted after this time. Reference the RFP number, include contact person’s name, title, phone number and email address.

Submit proposals to:

Chaz Offenburg coffenburg@carrboronc.gov, Chief Financial Officer
Anita Jones-McNair AMcNair@carrboronc.gov, Chief Race and Equity Officer

All questions regarding this package or project shall be submitted in writing and directed to:

Anita Jones-McNair AMcNair@carrboronc.gov, Chief Race and Equity Officer

In order that the selection process is as objective as possible, do not contact any Town of Carrboro officials other than noted above.

General Comments:

- 1: The Town of Carrboro reserves the right to reject any or all packages received or to request additional information as may be needed to determine qualifications.

- 2: Should the Town of Carrboro decide to conduct interviews, be prepared to be available by Zoom 1-4 days after submittal deadline.
- 3: Following the selection, a contract will be negotiated for services. If negotiations are unsuccessful with the first firm selected, a second firm will be selected and negotiations initiated.