Appendix B: RFP and Contract Attachment - MARC Community Engagement Requirements for Contractors

Purpose

Contractors retained by the Mid-America Regional Council (MARC) for direct services may be responsible for engaging residents, stakeholders, partner organizations, and elected officials as part of planning, policy development, or other initiatives. When conducting engagement activities on behalf of MARC, where MARC is the primary client, contractors are expected to uphold MARC's community engagement and participation principles and ensure engagement activities are representative, accessible, transparent, and connected to project decision-making.

These requirements establish minimum expectations for all contractor-led engagement efforts and supplement any project-specific public participation requirements included elsewhere in the scope of work.

Section 1. Guiding Principles

Contractors shall align engagement activities with the following MARC principles:

- **Accountability** – focuses on who defines success and how decision-making is shared
- **Demonstrable Results** - centers on impact, outcomes, and learning
- **Seeking Understanding** - emphasizes listening, curiosity, and trust building
- **Clear & Agile Processes** - addresses how work is structured and adapted
- **Courageous Innovation** - encourages new thinking and responsible risk taking
- **Access** - focuses on who can participate and how
- **Shared Capacity Building** - centers on collective strength and sustainability
- **Trust** – sits at the center of the principles; none of the other principles are successful without building on a foundation of trust

Section 2. Minimum Consultant Requirements

At a minimum, contractors conducting engagement on behalf of MARC shall:

- Engagement Scoping Meeting completed with MARC before engagement begins.
- Written Engagement Strategy submitted and approved.
- Stakeholder List maintained as a project deliverable.
- MARC branding and Public Affairs review integrated into outreach.
- Consultants are expected to use the Community Engagement Checklist provided by MARC staff.

- Final Engagement Outcomes Report documenting who participated, what was heard, and how input informed decisions.

Section 3. MARC Branding and Representation

When conducting engagement activities on behalf of MARC, consultants represent MARC and shall follow MARC branding and communication standards.

Unless otherwise approved by MARC:

- MARC branding shall be included on engagement materials.
- Consultants shall clearly identify their role as acting on behalf of MARC.
- Public-facing materials shall be reviewed by MARC prior to release.
- Outreach materials shall comply with MARC style guidance and Web Content Accessibility Guidelines (WCAG).

Consultant branding may be included but shall not replace or obscure MARC's identity as the sponsoring organization. Branding guidance and materials shall be provided to the consultant following procurement of services.