



CITY PARK
CONSERVANCY

REQUEST FOR PROPOSALS

**Partnership to Research and Document the History of Segregation
and Desegregation of New Orleans City Park**



REQUEST FOR PROPOSALS

I. Introduction

City Park Conservancy (CPC) has initiated a large-scale comprehensive Master Plan, which will be submitted for approval in December 2024. The City Park Master Plan is a bold re-envisioning of City Park, informed by the public and grounded in serving the greater good. We are seeking proposals from partner non-profits and/or Historically Black Colleges & Universities specializing in researching and facilitating an authoritative historical account of segregation and desegregation of New Orleans City Park.

New Orleans City Park, one of the most significant public spaces in the city, has a complex history intertwined with issues of segregation and discrimination. The purpose of this project is to commission an authoritative historical account of segregation within New Orleans City Park, highlighting the challenges faced by marginalized communities and the eventual desegregation mandated by the federal government.

Objectives:

- To provide accurate historical documentation of segregation within New Orleans City Park.
- To highlight the experiences of individuals who directly faced discrimination and segregation within the Park.
- To support the Park's master planning efforts by providing essential historical context.
- To facilitate the development of master plan recommendations for inclusive programming aimed at educating the public about the history of segregation in the Park.

CPC is the 501(c)3 non-profit corporation that manages and oversees the day-to-day operations of New Orleans City Park ("City Park") a 1300-acre public park in New Orleans, Louisiana, founded 170 years ago. The nonprofit was formed to oversee the park on behalf of the 130-year old City Park Improvement Association, a state agency.

II. Timeline

Request for Proposals (RFP) Release:	February 29, 2024
RFP Questions Deadline:	April 3, 2024
Responses to Questions Sent Out:	April 5, 2024
Responses Due:	April 10, 2024
Interviews for Qualifying Firms (if needed):	April 15-16, 2024
Final Selection:	April 19, 2024



III. Response

All Responses are due by 5p.m., April 10, 2024 and should be sent via email to Courtney Charbonnet, Manager of Purchasing and Contract Services, at ccharbonnet@nocp.org.

IV. Contract

The selected respondent will enter into a cooperative endeavor agreement with CPC.

V. Scope of Work

- Literature Review: Conduct a comprehensive review of existing literature, archival materials, oral histories, and relevant documents pertaining to the history of segregation and desegregation in New Orleans City Park.
- Primary Research: Engage in primary research methods including interviews, focus groups, and archival investigations to gather firsthand accounts and perspectives from individuals who experienced segregation within the Park.
- Focus Groups: Facilitate focus groups consisting of individuals who directly experienced discrimination and segregation within the Park. Their insights and perspectives will contribute to the richness and authenticity of the historical narrative.
- Analysis and Interpretation: Analyze collected data and historical evidence to construct a detailed narrative of segregation within New Orleans City Park, emphasizing its impact on marginalized communities and the broader social context of the time.
- Executive Summary: Prepare an executive summary summarizing key findings, insights, and recommendations for incorporating historical insights into the Park's interpretive programming efforts. The executive summary should provide a concise overview of the historical narrative and its implications for the Park's future planning and programming.
- Final Narrative: Develop a final narrative documenting the history of segregation in New Orleans City Park. The narrative should include thorough documentation, analysis, and interpretation of the collected data and historical sources. This should be delivered electronically and should be accompanied by an online or in-person presentation. An archive of materials reviewed and used should be provided.

4. Deliverables:

- Executive Summary (Due by August 1, 2024)
- Multi-page academically researched Final Narrative (Due September 1, 2024)



- Documentation of primary research findings, including interview transcripts and focus group reports (Due December 1, 2024)
- Interpretive programming recommendations (Due December 1, 2024)

5. Stakeholder Engagement:

- Collaborate with relevant stakeholders, including representatives from New Orleans City Park, community organizations, and historical preservation groups, to ensure transparency, accountability, and accuracy throughout the research process.

6. Ethical Considerations:

- Adhere to ethical guidelines in conducting research, particularly when engaging with individuals who may have experienced trauma or discrimination.
- Respect the privacy and confidentiality of research participants, ensuring informed consent and anonymity where appropriate.

7. Budget and Timeline:

- The grant of \$20,000 is intended to cover expenses related to research, research materials, travel, honoraria for participants, and other project-related costs.

8. Ownership of Intellectual Property

- This Scope of Work constitutes “work made for hire” within the meaning of the Copyright Act of 1976, as amended. City Park retains all of its right, title and interest (whether arising prior to this Agreement, now in existence or hereafter arising) in and to the Scope of Work. City Park will consider any requests for additional use on behalf of the university.

8. Reporting and Evaluation:

- Provide regular progress updates, at minimum monthly, to City Park Conservancy.

9. Conclusion:

- This scope of work outlines the comprehensive research and documentation necessary to produce an authoritative history of segregation in New Orleans City Park. By engaging with firsthand accounts and historical evidence, this project aims to promote truth, reconciliation, and historical understanding, ultimately contributing to the Park's commitment to inclusivity, diversity, and social justice.



VI. Proposals

Interested proposers are requested to submit a detailed proposal which shall highlight relevant experience, success stories, key team members, and proposed strategies.

Proposals will be evaluated based on experience, proposed strategies, aligned goals and team expertise. Shortlisted candidates will be invited for an interview or presentation to further discuss their proposal. CPC will award the contract in its sole discretion, guided by a selection committee.

Any costs, including travel, incurred by respondents in preparing or submitting a RFP for the Project shall be the respondent's sole responsibility.

VII. Proprietary or Confidential Information

Respondents are asked to clearly mark any portion of the Response deemed to be confidential or containing proprietary information. CPC will maintain the confidentiality of all materials marked as such in accordance with and subject to the laws of the State of Louisiana.



WHO WE ARE

OUR MISSION

Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most iconic park. The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits—as evidenced by more than 16 million visits each year. In addition to offering an array of recreation and cultural amenities, City Park Conservancy is committed to preserving natural habitats and biodiversity in the Park:

- The Botanical Garden is home to more than 2,000 varieties of plants
- The thirty-acre Couturie Forest has eight distinct ecosystems
- Birder's World Magazine named City Park the best birding spot in New Orleans with more than 280 bird species sighted
- Through volunteer efforts of citizen scientist, 819 species have been documented

City Park continuously improves quality of life in the region by promoting inclusivity, protecting natural resources, and offering diverse park programming. As the stewards of the Park, the Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.

OUR WORK

Environment

As a large urban park, City Park mitigates the harmful effects of pollution, encourages biodiversity, helps to control temperatures and humidity, and is a haven for numerous animal and plant species.



City Park Conservancy prioritizes natural habitats, native vegetation, and the historical elements of the Park.

Mental and Physical Health

The Park provides access to nature and promotes physical and mental wellbeing. City Park Conservancy fosters access to nature for improved wellness and quality of life. Offering expansive greenspace, bike and walking trails, athletic venues, and quiet reflection spaces, City Park is an ideal place to stay active, or to relax.

Social Connection

City Park is the people's park. City Park brings together neighbors and visitors of all ages, contributing to a sense of community, education, and fun. Cultural experiences including concerts, exhibitions, museums, markets, and art installations appeal to the diverse interests of guests and strengthen social connection.

Expertise and Impact

At City Park, our experienced employees care for over 1,300 acres of expansive green space and operate numerous cultural, recreational, and educational facilities. The Park team maintains landscapes, lagoons, historic trees, benches, buildings, playgrounds, and infrastructure—all enjoyed by over 16 million guests a year.

Memory Keeper

For over 170 years, City Park has been entrusted with the memories of our guests and community. These memories are enshrined in the trees and flora. From weddings to birthdays to family reunions, a first fish, or a first team win, City Park preserves the memories of generations past and offers an essential space for future generations.

OUR IMPACT

Who We Serve

In 2019, New Orleans City Park welcomed an estimated 3,206,300 unique visitors from around the country, with 2,470,920 of those visitors being from Louisiana.

The majority of its visitors 2,147,290 (67%) reside in Orleans, Jefferson, St. Tammany, East Baton Rouge, St. Bernard, and St. Charles Parishes of Louisiana. The average median household income among these six parishes is \$53,360, equating to an average of 17% of its residents living in poverty. Regionally, 24% of children below 18 years of age live in poverty.



City Park provides open space and recreation services for a large segment of the City, Metropolitan Area, and State of Louisiana’s low and moderate-income population and serves a large number of both regional and city residents who are considered low- or moderate-income, living below the poverty line.

The Park provides access to green space, recreation opportunities, walking trails, playground adventures, and safe outdoor interactions. Research shows that these types of experiences improve physical and mental health.

Economic Impact

Operating City Park, which includes operating the Park’s attractions, venues, and activities, has a direct impact on the local economy. In 2019, visitor spending in New Orleans generated \$2.9 billion in earnings and created over 105,000 jobs.³

The spending impact of City Park on the area economy consists of spending of the Park itself, spending of Park visitors, and Park entity spending. Total 2019 direct spending by the Park itself – salaries, benefits, local purchases, insurances, and capital upkeep equaled \$44 million. Total visitor spending, both local and out of area visitors, totaled \$240 million. The spending on attractions, venues, and activities in the Park, coupled with the secondary spending, totaled \$97 million.

The operations and activities of City Park support a total of 3,708 jobs in the New Orleans area.² Total visitor spending was determined by categorizing expenditures by lodging, restaurants, transportation, nighttime entertainment, shopping, recreation, and gambling. Visitation to state parks increased in New Orleans and statewide.³

¹. City Park is a very large, 1300-acre regional park. Attendance estimates must come from sources other than a direct count of visitors such as Estimated Visitor, Visitor By State and Visits By County data from the Quick Summary page on New Orleans City Park’s AirSage Dashboard. This does not include international data.

². The Economic Impact of City Park on the New Orleans Economy Report, November 2013, Timothy Ryan, Ph.D.

³- Tourism Spending in Louisiana Parishes 2019 Report, Louisiana Dept of Culture, Recreation and Tourism and The University of New Orleans Hospitality Research Center, May 2020