

# REQUEST FOR QUALIFICATIONS / REQUEST FOR PROPOSALS (RFQ / RFP)

## *Market Research & Community Needs Assessment for Martin Luther King Jr. Corridors Project— New Britain, Connecticut*

**Issuing Organization:** New Britain Legacies Corporation

**Date of Issue:** Feb 9th 2026

**Proposal Due Date:** Feb 28th, 2026 (5:00 PM EST)

**Anticipated Project Start Date:** March 16th, 2026

**Contact / Submission Email:** Nblegacies@gmail.com

**Contact Person:** Deivone M. Tanksley Sr., Founder & CEO

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### **Purpose**

This combined Request for Qualifications and Request for Proposals (RFQ/RFP) is a selection process with the goal of ensuring fairness, transparency, and equal opportunity while securing the highest quality professional service for a fair and reasonable fee. This project is funded through the State of Connecticut Urban Act Grant Program and administered by the Department of Economic and Community Development (DECD).

### **Project Overview**

The New Britain Legacies Corporation seeks a qualified consulting firm to conduct a comprehensive **Market Research & Community Needs Assessment** to support the development of the Martin Luther King Jr. Corridors Project in New Britain, Connecticut.

The MLK Corridors is designated as part of the state's Martin Luther King, Jr. Corridors Initiative, which aims to promote economic development, housing, education, and workforce development in communities with streets named after Dr. King. Additional info on the MLK Corridors can be found here: [MLK Corridors Designation](#)

This study aims to translate the voice and data of these residents into a clear, actionable development roadmap. The findings of which will guide the design, planning, and purchase of a facility or land to serve the families of New Britain to achieve the goals set under the MLK Corridors designation.

### **SCOPE OF WORK:**

#### *Actionable Roadmap:*

1. Assess community needs, assets, and priorities through a data-driven and participatory process.
2. Design and implement a comprehensive engagement strategy that captures diverse voices, with emphasis on youth (ages 15–25), parents, seniors, and small business owners.
3. Map existing services, programs, and gaps in resources across the New Britain MLK Corridors.
4. Translate community input into quantifiable priorities, including economic development initiatives, workforce development, housing, education, and design considerations.
5. Identify and establish strategic collaborations with other nonprofit organizations and other community stakeholders to advance and support the goals of MLK Corridors and the community-led vision of New Britain Legacies Corp.

For the purposes of this RFQ/RFP, an actionable roadmap shall include:

- A prioritized set of recommended initiatives based on community input, feasibility, and alignment with MLK Corridors' goals
- Identification of short-, mid-, and long-term implementation phases
- High-level cost considerations to inform future funding and capital planning
- Clear linkage between community needs, programmatic recommendations, and spatial/facility implications

- Practical guidance that supports site selection, design decisions, and next-phase implementation

### *Identification of Facility or Land*

1. Upon completion of the actionable roadmap as stated above, the consultant shall use it to identify and evaluate potential buildings or land for acquisition and recommend suitable site(s) to advance. This work shall also inform key facility needs—including design considerations, size, capacity, and resource requirements—necessary to deliver the proposed services, based on market research and community needs assessment.

Very important This project is not a traditional top-down planning study. The selected consultant must be comfortable working alongside a founder-led, lived-experience organization where community wisdom, cultural context and real-world feasibility carry equal weight to data and technical analysis.

## **Deliverables**

### **A. Community Engagement (Hands-On Fieldwork)**

Conduct creative and impactful focus groups, listening sessions, and mobile pop-ups throughout the community.

### **B. Market & Feasibility**

**Take findings of data driven studies and apply them to the design, planning and purchase of land or a facility that will support the goals of the MLK Corridors.**

### **Reporting & Delivery**

Produce a full report with key findings, visuals, recommendations, and presentation to various stakeholders.

## **Submission Requirements**

Each responding firm shall submit **one complete electronic package** with all required materials.

### **A. Qualifications**

- . Cover Letter & Statement of Interest
- . Company Profile / Brochure
- . Resumes of Key Personnel
- . Description of Firm's Experience on Comparable Projects
- . Three Professional References
- . Certificates of relevant licensing and insurance
- . Confirmation of Availability and Capacity
- . Ability to work with diverse communities
- . Detailed budget (must include Hourly Rate and Expense Schedule and stipends for community participants)
- . Data analysis interpretation
- . Firms with experience and familiarity with State funded grants

### **Evaluation Criteria**

The Selection Committee will evaluate, and rank responses based on the following criteria:

- . Understanding of the MLK Corridors' Goals
- . Ability to work with diverse communities
- . Submit at least three professional references; reference feedback will be considered during evaluation
- . Qualifications & Experience
- . Demonstrated Success with Comparable Projects
- . Creativity & Depth of Engagement Plan
- . Fee Proposal / Cost Reasonableness
- . Ability to Meet Schedule and Workload Capacity

## Selection Process

A Selection Committee will review and rank all responses, using scoring rubric based on the above criteria. The top 3 scoring Proposals will be selected for formal interviews. Following interviews, the committee will choose based on qualifications, approach, connection to the work and fee reasonableness.

The final contract and recommendation will be submitted to DECD for review and approval.

## Schedule of Events

Milestone	Date
RFQ/RFP Issued	Feb 9th, 2026
Responses Due	Feb 28th, 2026
Interviews	first week of March 2026
Anticipated Start Date	March 16th, 2026

## Terms & Conditions

All costs for preparing proposals are the responsibility of the respondent. New Britain Legacies Corporation reserves the right to reject any or all submissions. All submissions become property of the Corporation. DECD may review and/or monitor the selection process and final contract. The final agreement shall utilize the appropriate **AIA or EJCDC contract form** for professional services.

## Records & Compliance

The New Britain Legacies Corporation shall maintain all records of the selection proceedings for inspection by DECD. Any modification to this process requires prior DECD approval.

## Contact Information

New Britain Legacies Corporation

Email: [Nblegacies@gmail.com](mailto:Nblegacies@gmail.com)

Phone: 860-348-7201

Contact: Deivone M. Tanksley Sr., Founder & CEO

For more info on the Dream & Vision

Visit [www.ctmlkl.org](http://www.ctmlkl.org)

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