



REQUEST FOR PROPOSAL

Conducting Landscape Analysis Research in Florida
Proposals Due: December 17, 2021
Shanna Gong, The Raben Group
Sgong@rabengroup.com | 714.742.0439

Background

The Southern Poverty Law Center (SPLC) is a catalyst for racial justice in the South and beyond, working in partnership with communities to dismantle white supremacy, strengthen intersectional movements, and advance the human rights of all people. The organization has been at the forefront of monitoring and exposing hate groups and extremism in the U.S. Throughout the South, SPLC has fought to protect the rights of children, immigrants, and the LGBTQ community in the courts, and to stem the tide of over-incarceration and voter suppression.

SPLC is in the process of developing a strategic framework that will guide the organization's work towards achieving four impact goals over the next five years:

1. Eradicating poverty for two million people in the South
2. Decriminalizing and reducing incarceration of Black and brown people by 35 percent
3. Protecting voting rights and civic engagement by overturning key voter suppression measures and registering and mobilizing voters in the 2022 and 2024 elections
4. Reducing support for white nationalist positions by 50 percent

Project

The development of the strategic framework will be informed by a landscape analysis of each of SPLC's target states – Alabama, Florida, Georgia, and Louisiana – which will (1) provide a comprehensive scan of the political, legal, judicial, policy advocacy and organizing ecosystems for achieving SPLC's impact goals; (2) provide an assessment of SPLC's capacity for achieving its impact goals in each state; (3) provide an assessment of opportunities and recommendations for achieving success in SPLC's Anti-Racism and Strengthening Democracy campaigns in each state; (4) identify and analyze opportunities and challenges over the next 5-10 years to achieving our goals; and (5) obtain feedback from key stakeholders (e.g. advocates, lawmakers, practitioners, community leaders, community members) in each state to hone SPLC's strategic framework.

On behalf of the Southern Poverty Law Center (SPLC), the Raben Group (Raben) is soliciting proposals from qualified consultants to conduct landscape analysis research in



Florida. This will be a 4-month research engagement and will include the following activities and deliverables:

- Coordinating and collaborating with SPLC's Landscape Analysis Working Group (which includes approximately 10 staff)
- Developing a research plan and timeline in coordination with the working group and Raben
- Conducting a quantitative survey
- Conducting in-depth interviews and focus groups (via phone, Zoom, or in-person). This will require some long-distance travel within the state.
- Assisting with community input sessions planned by SPLC staff
- Providing weekly written updates to the working group and Raben
- Participating in bi-weekly calls with working group representatives and Raben
- Developing a written report to the working group and Raben that includes research findings, analysis and recommendations regarding SPLC's impact goals based on quantitative and qualitative data.
- Presenting research findings and analysis to the Landscape Analysis Working Group and SPLC's executive and leadership teams.

Raben is coordinating with SPLC to support this work. Our role is to support the Landscape Analysis Working Group in identifying qualified researchers in Florida to lead this project and work in partnership with SPLC to manage the landscape analysis research to ensure consistency and coordination across states.

Need

We need an experienced and creative research partner with deep knowledge of and relationships in Florida to conduct a landscape analysis and provide recommendations based on qualitative and quantitative research findings described above, in partnership with SPLC and Raben.

A good fit for our partner in research is a person/team with:

- Demonstrated experience using quantitative and qualitative research methods including surveys, in-depth interviews, and focus groups.
- The ability to synthesize and present information to SPLC staff and stakeholders.
- Sophisticated understanding of the political, judicial, policy advocacy and organizing infrastructure ecosystems in Florida.
- Cultural competency and experience working with a diverse set of organizations, advocates, community members and other stakeholders from various sectors who are engaged in efforts to reduce poverty, reduce incarceration, strengthen voting rights, and counter white nationalism in Florida. Ability to conduct research in other languages and with immigrant communities a plus.
- Experience conducting qualitative and quantitative research in Florida.
- A demonstrated commitment to justice, equity, diversity, and inclusion.



Timeline

Raben invites you to submit a proposal for landscape analysis research in Florida.

- Questions about the RFP anytime before **December 16, 2021**
- Proposals due **December 17, 2021**
- Staff review and scheduled phone calls for questions or further information will take place by **January 7, 2021**
- Researchers notified of the decision before **January 14, 2022**
- Research project planning to begin **January 17, 2022**