



DAVILA

Applied Anthropological Research

CAPABILITY STATEMENT

DAAR is a certified M/WBE research and consulting firm grounded in applied anthropology and committed to advancing social equity. We specialize in research design, ethnographic inquiry, community organizing, advocacy strategy, and urban planning. Our work supports government agencies in developing data-informed, community-rooted policies and programs. By integrating critical theory, qualitative and quantitative methodologies, and culturally grounded analysis, our team delivers actionable insights that illuminate community needs and guide equitable decision-making. DAAR's strategic planning and contextual research help public institutions implement transformative initiatives that drive inclusive social and economic development.

DIFFERENTIATORS

1. 100% Minority-Owned Business Enterprise
2. Founder-Led by a Practicing Applied Anthropologist
3. Bilingual Service Delivery [English / Spanish]
4. Staff Hold Advanced Certificates and Degrees
5. Expertise Supporting Historically Underrepresented Groups
6. Use of Culturally Grounded, Applied Methodologies
7. Geo-Specific NYC Digital Advertising Capabilities
8. Hybrid In-Person and Virtual Service Delivery
9. Mission-Driven Commitment to Social Justice

NIGP

- 91808 Anthropology Consulting
- 91809 Analytical Studies & Surveys (Consulting)
- 91848 Feasibility Studies (Consulting)
- 91889 Urban Planning
- 95227 Human Population Census Services
- 95277 Referral, Human Services
- 95278 Research and Evaluation, Human Services
- 95296 Urban & Regional Development Services
- 95605 Business Research Services
- 95670 Research Services (other than Business)

NAICS CODES

- 541720 Research and Development in the Social Sciences and Humanities
- 813319 Other Social Advocacy Organizations
- 541611 Administrative Management and General Management Consulting Services
- 541820 Public Relations Agencies
- 541810 Advertising Agencies
- 611430 Professional and Management Development Training

NYC SBS Approved Vendor: **VS00084748**

MBE Certificate: **MWCERT2023-1186**

MISSION STATEMENT

At DAAR, we believe meaningful change begins with understanding. Our expertise in community engagement ensures that policies and programs are shaped by the voices of those they impact. Through strategic planning, advocacy research, and urban development support, we deliver actionable intelligence that empowers government agencies to build stronger, more equitable communities. We turn data into action—driving systems change from the ground up.

DAVILA APPLIED ANTHROPOLOGICAL RESEARCH (DAAR), LLC.

CORE COMPETENCIES

- **Community Engagement and Participatory Research**
Designing and facilitating inclusive engagement strategies that elevate community voice in public planning, policy, and program development.
- **Equity-Focused Research and Evaluation**
Conducting culturally responsive research and assessments to inform equitable policy, services, and resource allocation.
- **Advocacy Strategy and Stakeholder Alignment**
Supporting mission-driven organizations and agencies in shaping advocacy frameworks, coalition-building, and policy messaging.
- **Applied Anthropological Consulting**
Leveraging social science methodologies to uncover insights into behavior, culture, and systems for more effective and context-sensitive interventions.
- **Research Design and Implementation**
Providing end-to-end services for qualitative and mixed-methods research projects, from design and data collection to analysis and reporting.
- **Geographically Targeted Digital Outreach (NYC-Focused)**
Delivering hyperlocal advertising strategies tailored to specific boroughs or neighborhoods, especially for public campaigns and equity-driven initiatives.
- **Capacity Building and Technical Assistance**
Training staff and partners on inclusive practices, cultural competency, and research literacy to support long-term impact and organizational learning.

CONTRACT HISTORY

2025 Colin Powell School – The City College of New York

Provided program development, implementation, and management services in support of a social equity and justice initiative within the Colin Powell School. Designed and executed a paid internship program focused on urban planning, community development, and applied anthropology, serving undergraduate students pursuing careers in business and the social sciences. The program integrated user experience research, workforce development strategies, and mentorship to advance professional readiness and equitable access to career pathways in historically underrepresented communities.

2025 New York City Mental Health Collective

DAAR delivered strategic local data planning and applied research services to strengthen coalition governance and community-based mental health initiatives. Utilizing ethnographic methods and community-driven data, we identified key challenges and supported evidence-based decision-making across member organizations. Our work empowered coalition leaders and advocates to advance equitable mental health policies, services, and processes. In addition, DAAR provided targeted outreach and community engagement to deepen public involvement and impact.

2024 – 2025 Level Up Academy by Doc Leyland

DAAR provided targeted digital advertising and marketing services to support the visibility and reach of LevelUp Academy's digital humanities content and publications. Leveraging our data-driven advertising platform, we amplified the organization's educational, professional, and business-focused media through strategic audience targeting. Our work enhanced engagement, extended digital reach, and contributed to the sustained growth of LevelUp's online presence. In addition, DAAR facilitated referral pathways to further support the organization's network and impact.

2024 – 2025 Move Beyond Boxes and Shine

DAAR delivered customized digital advertising services to elevate the visibility of the organization's literary publications. Through our platform, we developed and executed targeted campaigns that expanded audience reach and deepened engagement with key readerships. Our strategic messaging approach ensured that the content resonated with intended audiences, effectively increasing awareness and amplifying the impact of their published works.

2023 – 2025 Caren Cooper Coaching

DAAR supported Caren Cooper Coaching with NYC-focused digital advertising strategies to enhance local brand visibility and engagement. Through geotargeted marketing campaigns, we effectively positioned coaching services within key communities, attracting aligned clientele and driving strategic growth. Our data-informed approach ensured optimized visibility within a competitive market, contributing to sustained brand development.





MIGUEL ANGEL DAVILA

Davila Applied Anthropological Research (DAAR), LLC.

157 E. 86th St. #481

New York, New York 10028

(929)-365-1202

ATTN: [NYC GOVERNMENT AGENCY] Commissioner and M/WBE Officer

DEAR COMMISSIONER AND M/WBE OFFICER,

I am pleased to share the attached capability statement introducing Davila Applied Anthropological Research (DAAR), LLC., a New York City-certified 100% Minority-Owned Business Enterprise (MBE) firm specializing in applied research, community engagement, and advocacy-focused consulting. We support government agencies in developing equitable, community-informed strategies across urban planning, program evaluation, stakeholder engagement, and digital outreach.

Our work is grounded in applied anthropology and critical theory, integrating both qualitative and quantitative research to address systemic challenges and uplift underrepresented communities. DAAR has partnered with institutions including The City College of New York and the NYC Mental Health Collective to advance inclusive initiatives across public, educational, and civic sectors.

To ensure accountability and delivery excellence, DAAR assigns a dedicated MBE Contract Project Manager to all awarded City contracts. This role is held by a Doctor of Business Administration, who serves as the primary point of contact throughout the engagement. Our Founder, an Applied Anthropologist with a Master of Arts in Urban Studies, provides strategic oversight to align project outcomes with the city's broader goals for equity and impact.

We would be honored to be considered for future opportunities with your agency and welcome the chance to support your mission. Please feel free to contact us to discuss how DAAR can contribute to your upcoming initiatives.

Sincerely,

Miguel Angel Davila
Founder & Applied Anthropologist
Davila Applied Anthropological
Research (DAAR), LLC.

NYC SBS Approved Vendor: VS00084748
MBE Certificate: MWCERT2023-1186

