



REQUEST FOR PROPOSALS:

RFP Issue Date: Friday, July 29, 2022

**Application Due: Monday, August 29, 2022, by 4:00 pm EST**

Solicitation Cover Sheet

Request for Proposal Background, Invitation, and Contract Amounts

Section I. Project Approach

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## **Request for Proposal Background and Invitation**

### **Background:**

The People First Initiative was created through a partnership between the City of Norfolk, the Norfolk Redevelopment and Housing Authority (NRHA), residents, and other stakeholders and is funded by the City. Urban Strategies, Inc. (USI) is the organizational lead for the implementation of this initiative. People First Empowered by USI will provide effective and high-quality mobility services and human capital investment to the families of Tidewater Gardens as phase 1 of the overall St. Paul's transformation. People First Empowered by USI is a human capital development program created to improve conditions of well-being for families directly impacted by the comprehensive redevelopment of the neighborhood. People First Year 4 supportive services funding totaling \$280,000 is available through this Request for Proposals. Awards may be renewable annually for a period of three (3) years.

### **Invitation:**

USI has developed partnerships with non-profits in Norfolk that join together to support the families of Tidewater Gardens to provide supportive services in the areas of 1) Social/Economic Mobility, 2) Health/Wellness, and 3) Education to Tidewater Gardens families impacted by the redevelopment. Strong, need-driven, supportive services are critical to advancing equitable outcomes for the families involved in the People First Initiative.

People First, empowered by USI, invites local service providers to respond to the below-identified program needs of the residents of Tidewater Gardens. The service pillar identifies specific need areas below, including the targeted population.

### **KEY SERVICE PILLAR: SOCIAL/ECONOMIC MOBILITY**

- **Program Need 1:** Financial 1:1 coaching, including the ability to support residents in accessing and understanding credit reports, create strategies to address credit deficiencies, provide real-life budgeting skills, assist with credit repair, and develop a wealth-building strategy to support the entire household.
  - **Target Population 1:** Tidewater Gardens residents ages 18+ who have relocated from Tidewater Gardens and would benefit from additional support in financial literacy.
- **Program Need 2:** Financial awareness and education for in-school youth and paid intern opportunities for youth to develop work skills.
  - **Target Population 2:** Tidewater Gardens in-school youth who have relocated from Tidewater Gardens and would benefit from additional support in financial literacy and workforce skills
- **Program Need 3:** High-Quality programming to support basic adult education and GED prep to increase successful attainment in GED certification.
  - **Target Population 3:** All Tidewater Gardens adults ages 18-64 who do not have a high school diploma or GED and lack a pathway to employability.

## **KEY SERVICE PILLAR: EDUCATION**

### *EARLY LEARNING*

- **Program Need:** High-quality and culturally competent early learning services ensure children are prepared to enter Kindergarten ready to learn.
  - Programs that screen for developmental delays and provide follow-up interventions to address any identified delays.
  - Programs with a two-generation literacy focus.
  - Reserved high-quality early learning slots for Tidewater Gardens children.
- **Target Population:** Tidewater Gardens children ages 0-5.

### *CORE ACADEMIC PROFICIENCY*

- **Program Need:** Innovative, high-quality tutoring services/educational support that provides school-aged children tools to assist them to proficiency in reading and math per the Standard of Learning test (SOLs).
  - **Target Population:** Tidewater Gardens school-aged children and youth identified as needing support in core academic subjects.

### *GRADUATION, COLLEGE, AND CAREER READY*

- **Program Need:** Mentoring and support services to improve the on-time graduation rate; Connecting youth to post-secondary education, apprenticeships, and/or careers.
  - **Target Population:** Tidewater Gardens high school youth identified as needing support to ensure they graduate on time and have a pathway to self-sufficiency.

## **KEY SERVICE PILLAR: HEALTH AND WELLNESS**

- **Program Need:** Trauma Informed Care and community-based programming designed to increase safety, mastery, and connection to reduce stress and the impact of living in poverty.
- Programs that specialize in healthy living and making healthy choices.
- Programs that address life skills to include parent education and support programs, mental health wellness programs, sports, and art outlets to reduce stress. Innovative programs that are marketable and utilize culturally competent staff to meet the real-life needs of Tidewater Gardens residents.
- **Target Population:** Tidewater Gardens families experiencing high stress and verbalizing a need for ongoing support.

## **Contract Amounts:**

Respondents should provide competitive pricing for the proposed services and programs. All funds must be used for direct service activities. This can include program expansion to increase slots and services for target participants.

## Section I: Project Approach

USI will work with a committed group of local partners to implement supportive services to improve conditions of well-being in the above identified key service pillars with the identified targeted populations. Organizations responding to the RFP should clearly articulate their program approach, the key service pillar and program need their services will address, and the performance measures they will utilize to measure success. Funded organizations will have overall responsibility for the delivery of committed services. Accordingly, organizations must have demonstrated the capacity to perform the tasks necessary to achieve measurable results. With USI's oversight and review, the selected organizations will be primarily responsible for work related to the delivery of proposed services, completion of monthly reports, and using data to improve outcomes. All services will be delivered in collaboration with USI and should include consistent communication with the Assistant Project Manager.

### General Scope of Services

Funded organizations will effectively partner with USI, the People First Service Provider Network, and residents of Tidewater Gardens to deliver services that produce measurable results that move families on the continuum to stable and thriving. Organizations will:

- Partner with families in Tidewater Gardens to assist them with achieving their vision for their families.
- Build strong relationships with families, USI, and the Service Provider Network.
- Report their work using a results-based framework every month to USI.
- Use data to inform their initial work and be responsive to data as they obtain measurable results.
- At a minimum, include in their reporting a list of activities, achieved objectives and outcomes, challenges in fulfilling contract deliverables, and a financial report documenting the allocation and expenditure of the contract funds and any interest earned thereon.

Funded organizations will have a family-centered approach to address the underlying challenges that have precluded families from having demonstrated success in the past.

### Review and Analysis of Data

USI uses Results Based Accountability as its methodology to improve results in the communities where we work. This disciplined way of thinking starts with the results that organizations seek to achieve and works backward to the strategies and activities that it will implement to achieve results. We seek organizations committed to using data to create, implement, monitor, and refine strategies. The selected organizations will submit monthly activity and progress reports to USI.

## **ORGANIZATIONAL RESPONSIBILITIES**

Urban Strategies' responsibilities in this initiative are:

- Provide direction and supervision to the selected organizations in areas relating to policy, informational and procedural requirements.
- Schedule an initial meeting to introduce USI staff and set priorities, including coordinating how the organizational staff will communicate with a family's case manager.
- Establish and maintain regular meetings with the lead staff in the organization to ensure continued alignment in service delivery throughout the administration of the contract.
- Monitor the selected organizations' performance in the daily operation of the contract.
- Review and monitor monthly reports.

Funded organizations' responsibilities are to:

- Assign an identified staff to act as a central point of contact for USI, who shall have full authority to act for the selected organizations on all matters relating to the operations of an executed contract. This identified staff person shall participate in the People First powered by USI Service Provider Network meetings.
- Participate in building their organizational capacity around Results Count (Results Based Accountability)
- Disaggregate data, set targets, and develop strategies and performance measurements.
- Use culturally competent strategies to work with targeted households.
- Develop an action plan and create real-time quality improvement to meet established targets.
- Collaborate with USI to establish shared performance measures and targets for performance.
- Implement evidence-based model(s) that produces measurable results for families in program delivery.
- Submit monthly outcome reports to USI that detail progress on achieving targets and established performance measures.
- Submit timely invoices for services rendered according to the contract.

## Section II: Proposal Requirements and Scores

Proposals should include clearly stated goals and project outcomes that align with the needs in the Invitation Section. Proposals must describe in a meaningful way how the applicant supports the achievement of a measurable difference for participants. The project descriptions and funding requests should reflect the specific period services will be provided. Organizations should prepare to present their innovative proposals in person or virtually to Urban Strategies before contract execution.

*Please submit your agency proposal using the link below.*

<https://www.dropbox.com/request/2Ce1aAyHDPMRfzncf9J>

To be considered, proposals should be submitted by 4:00 pm EST on August 29, 2022.

**Questions can be asked during the Preproposal Meeting on August 12 @ 10:00 am via zoom. Please see the zoom meeting details listed below-**

### **Zoom Meeting Link:**

[https://us04web.zoom.us/j/72871387384?pwd=C8RJmto\\_BUfKf3wKsg\\_KUb3xeKDt6K.1](https://us04web.zoom.us/j/72871387384?pwd=C8RJmto_BUfKf3wKsg_KUb3xeKDt6K.1)

**Passcode: RFP2022**

**Meeting ID: 728 7138 7384**

Any additional questions regarding this proposal should be emailed to **Nicole Brown, Senior Project Manager, People First Empowered by USI** at **[Nicole.brown@urbanstrategiesinc.org](mailto:Nicole.brown@urbanstrategiesinc.org)**, by 5:00 pm EST on August 27, 2022.

### Proposal Questions

#### **A. Organizational information and eligibility checklist (5 points maximum)**

A1. Please provide the following contact information for the applicant:

##### Organization

- Organization name:
- Program name (*if different from the organization*):
- Organization address:
- Organization website:

##### Point of Contact

- First and last name:
- Title:
- Address:
- Email address:
- Phone number:

##### Executive Director/CEO

- First and last name:
- Email address:
- Phone number:

A1: 501 © (3) Organizations only provide proof of the following:

- Agency has a 501 (c) (3) IRS Determination Letter
- Agency has one full-time employee for 12 months prior to this proposal
- Agency has audited or reviewed financial statements
- Agency has completed a recent 990 form

A2. Please provide the following information from the organization's most recent approved budget, which should also be attached to your application as an appendix:

- What are the organization's total annual revenues?
- What are the organization's total annual expenses?
- What are the proposed program's total annual revenues?
- What are the proposed program's total annual expenses?

A3. Please provide a brief description (500-600 words or less) of the organization's history and mission.

**B. Program approach (40 points maximum)**

B1. Describe the proposed program, including the following description:

- What key service pillar and need will this program address?
- Is the proposed program a new or existing program?
- Where will the program be delivered? (Community, office located elsewhere, school, etc.)
- What evidence supports the implementation of this specific program or this type of program?

B2. Please briefly describe the current or proposed program's mission and goals. Please describe the history of the programming, the expected number of persons to be served (minimum and maximum), the cost to serve each participant, any leveraged services that are included (meaning any matched slots for paid slots), and any past or current success in working with the target population and specifically Tidewater Gardens families.

B3. Briefly describe how service delivery will address outreach, individualized approach, access, and transportation and ensure high-quality, culturally responsive services are delivered to families.

**C. Expected Outcomes (35 points maximum)**

Provide a clear description of why your organization is the right organization to deliver the above program; you may include past success data and a history of working with the target population. Include the proposed program's goals, activities, expected outcomes, and measures of success for this contract.

*In your description, please include the following:*

- What are the program's goals for the end of the contract year?
- How does this align with the goals described in this invitation?

**D. Program Administration, Capacity and Tracking (10 points maximum)**

Provide a detailed explanation (maximum: 600 words) regarding the program's capacity to manage and administer this contract. Include a description of how success will be tracked and reported, inclusive of a staffing plan.

**E. Budget and Narrative (10 points maximum)**

Include program budget by line items for the funds requested and a narrative description for each line item. Please provide the report in an Excel format using the following line items at a minimum: Personnel (Salaries and Wages, Fringe Benefits), Operating Costs (Supplies, Printing and Copying Telephone and Fax, Postage, Travel, Other), Indirect Costs (Rent and Utilities, Project Expenses), other costs: Equipment, Consultants, Professional Fees, and Evaluation).

**PROPOSAL SCORING**

The responses will be evaluated, and the organizations selected/ranked based on the following criteria:

- The organization's approach, work plan, recommended schedules, and overall project understanding.
- Competitive pricing and cost efficiency.
- Qualifications and experience in providing the proposed services as exemplified by past projects and client contacts.
- References will demonstrate a thorough understanding of the work proposed in the RFP.
- Experience and qualifications of individuals assigned to the project.
- Ability to deliver the proposed services with limited USI assistance.

**Section III. Legal Notices**

Bidding General Conditions:

1. Legal Compliance: Respondent must agree to comply with all federal, state, and local laws or regulations that in any manner affect the service placed for bid herein, including, but not limited to, 2 CFR part 200. Lack of knowledge on the part of the respondent of applicable law will in no way be cause for release of this obligation. If USI becomes aware of a violation of any laws or regulations on the part of the awarded consultant, it reserves the right to reject any bid, cancel any contract, and pursue any other necessary legal remedies.

Debarment and Suspension:

USI will not fund, award a subcontract to, or otherwise engage the services of any respondent during any period of debarment, suspension, or placement in the ineligibility status of any respondent. Respondent is subject to the debarment and suspension regulations of 2 CFR 200.212.



Conflict of Interest:

The respondent must comply with conflict-of-interest requirements of 2 CFR 200.318 if awarded a subcontract by USI. No respondent who is an employee, agent, officer, or elected or appointed official of USI or the City of Norfolk or a member of his immediate family and who exercises any functions or responsibilities with respect to activities assisted under this RFP may have a direct interest in the subcontract with USI or the proceeds thereunder.

Unauthorized Alien Employees:

**Compliance with Federal Immigration Law:**

The Contractor shall certify that, at all times during which any term of an agreement resulting from this solicitation is in effect, it does not and shall not knowingly employ an unauthorized alien. For purposes of this section, an “unauthorized alien” shall mean any alien who is neither lawfully admitted for permanent residence in the United States nor authorized to be employed by either Title 8, section 1324a of the United States Code or the U.S. Attorney General. See Attachment E.

Submission/Acceptance/Rejection of Bids:

The respondent must agree that USI reserves the right to reject any or all proposals; to select one or more respondents; to reconstitute consulting teams, to void this RFP and the review process and terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or necessary; to further negotiate fees, rates, and financial arrangements, etc.; to establish further criteria for selection; to ask Respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and the proposal process; to negotiate with successful respondents in any manner and with respect to any proposal element whatsoever, including the composition of Respondent’s team; and to reject any and all proposals for any reason, in its sole discretion.