



EDUCATION RELATED SERVICES

REQUEST FOR PROPOSALS:

RFP issue Date: Wednesday, March 30, 2022

RFP Amendment Date: Friday, April 22, 2022

**Application Due: Wednesday, May 25, 2022 by 5:00pm EST**

Solicitation Cover Sheet

Request for Proposal Background, Invitation and Contract Amounts

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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 (City), 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 is a human capital development program created to improve conditions of well-being for families directly impacted by the comprehensive redevelopment of the Tidewater Gardens neighborhood in the area known as the St. Paul's area of Norfolk. To support families, People First Year 3 funding totaling \$85,000 is available through this Request for Proposals and would be available into year 4.

### **Invitation:**

People First is inviting local nonprofits and for profits to submit proposals to provide proven, results-based services designed to move the needle in an upward direction on the following educational indicators for children and families that are residents of Tidewater Gardens (target families) before, during and after redevelopment.

Based on the expressed needs of families, services are requested to address key priorities areas. The intention of this invitation is to fill a gap in service needs, not to supplant existing resources that are currently available in the community

Indicators for students in target families:

1. Number and percentage of students in kindergarten who demonstrate at the beginning of the program or school year age-appropriate functioning across multiple domains of early learning as determined using developmentally appropriate early learning measures
2. Number and percentage of students at or above grade level according to State mathematics assessments in at least the grades required by the Elementary and Second Education Act (ESEA).
3. Number and percentage of students at or above grade level according to reading or language arts assessments in at least the grades required by the Elementary and Second Education Act (ESEA).
4. Number and percentage of students that graduated high school on time
5. Percent of students chronically absent for the school year.

## Priority Areas

Quantitative and qualitative data about and from target families and students have been gathered to determine priority areas. Respondents to this Request for Proposals must ensure that proposed services are delivered in way that is appropriate to the demographics, risks, challenges, assets and interests of the target families.

### ***PRIORITY AREA – KINDERGARTEN READINESS***

We are seeking proposals that address some or all of these early learning components - ~~childcare slots coupled with assistance with accessing state childcare subsidies (if eligible)~~, temporary transportation assistance/coordination as barrier removal in support of the provision of child care assistance, employment training connections for parents interested in working in the child care field, and two-generation programs that offer structured opportunities for parents and their children to be engaged in learning opportunities together (i.e. regular and ongoing commonplace activities, like talking, reading and singing with babies)

**Need:** Parents of early-learners report that they face the following barriers: Transportation, Affordability, Availability of openings, Assistance with Enrollment, and Parent/Child Strengthening.

More families can now access childcare subsidies because temporary changes have been made to eligibility criteria for Virginia’s childcare subsidy program. There are two categories of expanded eligibility: one based on job search and the other based on income for parents of young children – [Child Care VA - Parents - Paying for Child Care \(virginia.gov\)](https://www.virginia.gov/child-care). We are seeking opportunities that will help families access the state’s childcare subsidies, enroll children in quality childcare programs and coordinate transportation assistance as a barrier removal. The goal is to catalyze enrollment and participation in high quality early learning programs that ensure children are prepared to enter Kindergarten Ready To Learn; specifically, the objective is to enroll children in high quality early learning programs as a support to parents that are seeking employment and for whom childcare is a barrier to secure and maintain employment. Programs must offer high-quality early childhood programs that provide a safe and nurturing environment while promoting the physical, social, emotional, and intellectual development.

- ✓ At a minimum, high quality refers to programs and providers that are actively participating in Virginia Quality Rating and Improvement System standards and are at quality levels; therefore, demonstrating a commitment to quality for young children. There is no fee to participate in Virginia Quality. Virginia Quality awards quality levels to childcare and preschool programs based on four quality standards and best practices: staff qualifications; curriculum or intentional teaching approach; learning environment and Teacher-child interactions.

- ✓ Capacity Building to Strengthen Quality – We will help early learning centers increase quality levels. We are partnering with Minus 9 – 5 to build early learning relationships, increase Access, strengthen quality, and engage families to create a high-quality Early Childhood Care & Education system. People First will build on this partnership to support early learning organizations located in/near Tidewater Gardens, and/or that serve a significant number of families that are interested in strengthening quality. Tell us how we can support your organization in this regard.

**Target Population:** Children ages 0-5

***PRIORITY AREA - CORE ACADEMIC PROFICIENCY***

We are seeking to support programs focused on the whole family, as well as high-quality individualized and small group instructional academic supports to improve student’s reading and math proficiency. COVID-19 school disruptions have produced an extremely urgent need to maximize in-school, afterschool, and the summer months for learning recovery and acceleration. Furthermore, a high level of absenteeism has dragged down academic achievement.

**Need:** High quality academic support services that ensure that students are proficient in reading and math, preferably in a safe and in-person setting (where possible).

- ✓ High quality individualized and small group reading and math tutoring services. Preference will be given to organizations that can provide/coordinate Peer to Peer Academic Support. NPS provides a plethora of online academic support to students. However, not all of our students excel using only online materials. Respondents would coordinate an instructional strategy that consists of student partnerships, linking high achieving students with lower achieving students or those with comparable achievement, for structured reading and math study sessions, in person (for now – reduction in Covid-19 regs).
- ✓ High quality in-school, afterschool, and/or summer months learning programs that support youth development with an academic focus
- ✓ Trauma-focused family counseling that addresses root causes that contribute to chronic absenteeism, and provide solutions to parents.

**Target Population:** School Age Children ages 5 – 18

***PRIORITY AREA - GRADUATION AND POST HIGH SCHOOL TRANSITIONS***

# PEOPLE FIRST



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URBAN STRATEGIES, INC.

We are seeking to support high-quality programs that provide employment and training opportunities focused on advancing post high school transitions. Programs should demonstrate the following values: age/stage appropriate employment training approaches, allow for student input, involve supportive adult relationships and financial incentives.

**Need:** Students deserve access to opportunities to build the skills, knowledge, and mindsets critical for long-term career success.

- ✓ High quality individualized and small group opportunities that offer real-world learning and career exposure models that allow students, especially in their middle and high school years, to develop career identifies and forward-thinking plans reflective of their self-awareness. Programs and services should enable students to build self-knowledge of their aptitudes and preferences, allow for exploration of multiple or diverse career pathways while exercising agency and choice, and promote the development of career navigation and/or soft skills necessary for professional success. Programs should not duplicate services offered through school districts.
- ✓ Mentoring programs that connect middle and high school students with people who have specific skills and knowledge to learn work related skills and advantages to move up in work, skill level and school performance. Mentoring programs can be traditional one-on-one mentoring or group mentoring (single mentor is matched with a cohort of youth mentees).
- ✓ Career exposure - introductory career exposure (e.g. job shadow, simulation or project, company tour, panel)
- ✓ Earn to learn – paid (i.e. stipend) career experience in specific skills including apprenticeships, on the job training, transitional jobs, paid internships, and paid work-based courses linked to financial capability training (i.e. money management, financial products and services)
- ✓ Entrepreneurship skills - building skills specifically to start new enterprises and ways to apply those skills immediately in real life.

**Target Population:** 8<sup>th</sup> grade through high school students



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**Contract Amounts:**

Up to \$50,000 per contract year depending upon the number of participants served, services provided, hours of services, depth of services and outcomes achieved. All funds must be used for direct service activities.

**Section I: Project Approach**

Respondents to the Request for Proposals must be able to clearly articulate their program approach, how the approach will meet the need and the measures of success.

Funded organizations will have overall responsibility for the delivery of committed services. Accordingly, organizations must have demonstrated capacity to perform the tasks necessary to achieve measurable results. The selected organizations, with USI’s oversight and review, will be primarily responsible for work related to the delivery of proposed services, completion of monthly reports, and the use of data to improve work. All services will be delivered in collaboration with USI and should include consistent communication with the USI assigned family support staff.

Review and Analysis of Data

USI uses Results Count 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 backwards to the strategies and activities that it will implement to achieve results. We seek organizations that are committed to using data to create, implement, monitor and refine strategies.

General Scope of Services

Funded organizations will effectively partner with USI, the People First Service Provider Network, and families to deliver services that produce measurable results. Organizations will value:

- Strong partnerships with target families, including consistent solicitation and utilization of feedback to understand preferences, perceptions, and experiences with services,
- The provision of services that are appropriate to the demographics, risks, challenges, assets and interests of the target families,
- High-level of accountability including monthly reporting and utilization of data to refine strategy implementation. At a minimum, include a list of children and families served, a write up of each family’s participation in programs and services, results achieved, challenges in fulfilling contract deliverables, and a financial report documenting the allocation and expenditure of the contract funds and any interest earned therein.

**ORGANIZATIONAL RESPONSIBILITIES**



Urban Strategies' responsibilities 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 coordination of 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 empowered by USI Service Provider Network meetings.
- Participate in building their organizational capacity around Results Count (Results Based Accountability).
- Disaggregate data, set targets, 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 to establish 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.

## Section II: Proposal Requirements and Scores

Proposals should include clearly stated goals and project outcomes which 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 time span in which services will be provided.

- ✓ Questions regarding this proposal should be emailed [EducationRFP@urbanstrategiesinc.org](mailto:EducationRFP@urbanstrategiesinc.org) by Thursday, May 13, 2022.
- ✓ Join RFP Conference Call: Thursday, May 13, 2022 at 3:00 pm (EST) – Join Zoom Meeting <https://us02web.zoom.us/j/89865611899?from=addon>  
(To be admitted into the room on the day of the zoom call, please email your name, role, organization, phone and email information to [EducationRFP@urbanstrategiesinc.org](mailto:EducationRFP@urbanstrategiesinc.org) to RSVP)
- ✓ Application Due: Wednesday, May 25, 2022 by 5:00pm EST

### Proposal Format for Submission - Must reply to each question

#### **A. Organizational information and eligibility checklist**

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

##### Organization

- Organization name:
- Program name (*if different from 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 must provide proof of ALL of the following:

- Agency has 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 for 2019 and 2020
- Agency has completed a 2021 990 form

A2. Please provide a copy of the organization's most recent approved budget, which should also be attached to your application as an appendix. The budget must show:

- the organization's total annual revenues? Budget to Actual
- the organization's total annual expenses? Budget to Actual
- Clearly identified sources of income

A3. Please provide a brief description (100-300 words) of the organization's history and mission.

A.4 Please provide a list of 2 -3 organizations to whom you have previously provided similar services. Include a contact person with email address and give permission for USI to reach out to your references during the review process.

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

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

- What need will this program address?
- Is the proposed program a new or existing program?
- Where will the program be delivered? (community, office located elsewhere, virtual, school, etc.)
- What is the evidence that supports the implementation of this specific program or this type of program?

B2. Please provide a brief description of the proposed program's goals. Please describe the history of the programming, the expected number of persons to be served (minimum and maximum), cost to serve each participant, any services in the community that you will leverage to make the program successful, any past or current success in working with the target population and specifically Tidewater Gardens families. (up to 1,500 characters)

B3. Briefly describe how service delivery will address outreach, individualized approach, access and transportation, and will ensure that high quality culturally responsive services are delivered to families. (up to 1,500 characters)

**C. Expected Outcomes (40 points maximum)** (up to 1,500 characters)

Provide a clear description of why your organization is the right organization to deliver the above program, you must include past success data as well as history 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?
- What are the program's expected outcomes for the end of the contract year?
- How does this align with 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. Include a staffing plan and staff resumes.

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

Use the attached template to provide a budget and attach a detailed narrative description for each line item.

## PROPOSAL SCORING

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

- The organization's approach, plan of work, recommended schedules, and overall project understanding.
- Cost efficiency.
- Qualifications and experience in providing the proposed services as exemplified by past projects and client contacts.
- Experience and qualifications of individuals assigned to the project.
- Ability and capacity 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 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 legal remedies deemed necessary.

#### 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 ineligibility status of any respondent. Respondent is subject to the debarment and suspension regulations of 2 CFR 200.212.

#### Conflict of Interest:

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 any 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:

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/or 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 in the proposal process; to negotiate with successful respondents in any manner and with respect to any proposal element whatsoever, including composition of Respondent's team; and to reject any and/or all proposals for any reason, in its sole discretion.