

WINTER HAVEN

The Chain of Lakes City

May 21, 2010

REQUEST FOR PROPOSALS RFP-10-38

Sealed responses marked "**CDBG FUNDING**" will be received by the City of Winter Haven until **2:00 P.M., June 23, 2010**, at the office of the Procurement Services Division, Central Stores Complex, 401 6th St. SW, Winter Haven, Florida 33880, for the following:

CDBG FUNDING

At that time, responses will be publicly opened and read aloud in the Procurement Services Office.

A Technical Assistance workshop will be held at the John Fuller Auditorium, Winter Haven City Hall, 451 Third St NW, Winter Haven, FL 33881 **10:00 am., June 3, 2010.**

Bidders must submit one (1) **unbound original** and six (6) copies of their response.

Questions concerning this bid must be submitted in writing on or before **3:00 p.m.**, June 16, 2010 to **Kaye Boone** at kboone@mywinterhaven.com. Questions received after this time will not be answered.

For additional information, contact Kaye Boone at 863-298-4482.

The City of Winter Haven reserves the right to reject any and all responses, to waive informalities, to re-advertise, and to enter into a contract determined to be in its best interest, in accordance with the documents referenced herein above.

Sincerely,
CITY OF WINTER HAVEN


Bob Bishop
Procurement Services Division Director

Enclosures

**REQUEST FOR
PUBLIC SERVICES PROPOSALS**

CDBG FUNDING

FY 2010-2011

WINTER HAVEN

The Chain of Lakes City

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PROGRAM DESCRIPTIONS

The City is seeking organizations to assist in developing and administering programs to address the *public/homeless services* as stated in its five-year Consolidated Plan and Strategy. Descriptions of this year's eligible programs are provided to assist applicants in developing eligible proposals to help meet this objective. Applicants may apply for one grant that is directly related to the provided service. The Community Development Block Grant (CDBG) Public Services funding is earmarked for the Neighborhood Services Program.

NEIGHBORHOOD SERVICES

Purpose: Ongoing neighborhood improvement programs consisting chiefly of physical improvements and crime prevention have begun to improve the overall quality of life in Winter Haven. However, these efforts need to be complemented with increased availability of human and social services. When this happens, some of the socioeconomic factors that contribute to neighborhood decline will be addressed.

Program Description: This program is intended to provide essential neighborhood services. These services include, but are not limited to, childcare, prevention and early intervention programs, job training, remedial education, recreation programs and equipment, tutoring and mentoring, computer education classes and equipment, information and referral services, drug abuse and gang resistance training, parenting and life skills training, family support services, and employment referrals. The program may be implemented by governmental agencies or neighborhood-based non-profit organizations.

The successful respondent(s) is expected to develop innovative ways to expand and deliver neighborhood services, which may involve partnerships between civic organizations, secular arms of religious organizations and/or government agencies. Innovative marketing and information dissemination strategies are also needed.

Duration: FY 2010-2011, October 1, 2010 – September 30, 2011

Funding: Maximum funding not to exceed \$40,000 and is subject to adjustment based on number of qualified applicants

Area/Clients Served: Funding will be limited to programs serving low and moderate income neighborhoods.

Low and Moderate Income: Low and moderate income means family or household annual income less than the Section 8 Low Income Limit, generally 80 percent of the area median income, as established by HUD.

Note: Third party verification of household income will be required to complete client eligibility determination. The applicant (RFP respondent) will be responsible for ensuring third party verification of client income is completed and kept on file.

Definition of Success: Success will be achieved when socioeconomic factors that contribute to low incomes are reduced.

Minimum Performance Measures: Applicants should **select performance measures that demonstrate program outputs and outcomes.**

1. Output measures:
 - a. Numbers of program participants
 - b. Units of service rendered
 - c. Types of service units
2. Outcome measures based on target population (examples)
 - a. Improved school readiness for pre-school children
 - b. Improved school performance for children and youth
 - c. Improved employability for youth and adults
3. Outcome measures based on target neighborhood (examples)
 - a. Reduced levels of criminal activity in neighborhood
 - b. Reduced levels of child abuse and neglect in neighborhood

GENERAL INFORMATION

**PLEASE READ THROUGH THE ENTIRE INSTRUCTION SECTION
BEFORE COMPLETING YOUR PROPOSAL**

Interested parties are invited to submit one (1) **un-bound original** marked "ORIGINAL" and six (6) copies, each marked "COPY" of their submittal in a sealed envelope to the Procurement Division. The envelope should be labeled **RFP-10-38 "PUBLIC CDBG FUNDING"** and marked with the respondents name and address. The proposal must be received at:

Winter Haven Procurement Division
401 6th Street SW
Winter Haven, FL 33880

no later than **2:00 p.m., June 23, 2010**. The delivery of the submittal on the above date and prior to the specified time is solely the responsibility of the respondent.

The submittals may be withdrawn either by written notice to the Purchasing Director or in person, if received and properly identified, at any time prior to the above submittal deadline.

A Technical Assistance workshop will be held at the Winter Haven City Hall (451 3rd Street NW, Winter Haven, Fl, 33881) on June 3, 2010, at 10:00 am. Polk County Housing and Neighborhood Development Division (HND) staff will also be available to answer questions and provide technical assistance during normal working hours, either in person or by phone. We suggest you make an appointment in advance, as staff members are not always available. HND is located at 1290 Golfview Avenue, Suite 167, in Bartow. If you call, please ask for Melody Frederick at 534-5252.

The Federal government stresses accountability and achievement of measurable outcomes to meet identified needs in use of its funds by grantees and subrecipients. We strongly recommend that applicants review Federal regulations regarding administration of the CDBG programs, reporting, and procurement practices. These are included in the appendices along with a reference copy of the form that will be used to rank competing proposals.

There are three proposal requirements that must be met:

1. Complete the Proposal Coversheet and assemble the required listed documents.
2. Develop the Proposal Narrative using the requirements and instructions.
3. Complete Attachments: implementation schedule, budget summary, and evaluation strategy.

PROPOSAL COVERSHEET
Public/Homeless Services Proposal

APPLICANT BACKGROUND INFORMATION

Project Title: _____

Project Location (Address if available):

Name of Organization: _____

Contact Person: _____

Title: _____

Mailing Address: _____

Phone: _____ Fax: _____ E-mail: _____

Name of Authorized Representative: _____

Signature of Authorized Representative: _____

Title of Authorized Representative: _____

CHECKLIST OF REQUIRED DOCUMENTS

- Articles of Incorporation and Organization's Bylaws
- State and Federal tax exemption determination letters
- List of Board of Directors
- Board of Directors authorization to receive funds
- Board of Directors designation of authorized official
- Organizational chart
- Resume of program administrator
- Job descriptions of positions for which salaries and benefits are requested
- Financial statement and most recent audit
- Certificate of Insurance (indicate type of insurance)
- Copies of required licenses and permits
- Qualifications of parties performing evaluations

NARRATIVE INSTRUCTIONS

This is the most crucial section of the application. Stress logical connections between needs and plans. Understand and reflect your limits as well as your capacities in your project design. This is where the agency must justify its Proposal. The burden of proof is on the agency to convince the decision makers that the project will achieve the expected outcomes of the applicable program description more effectively than competing projects.

A. Project Description and Statement of Qualifications :

The following guidelines should be used as a guide in preparing the project description:

- Describe the need(s) the agency is addressing, and, in more detail, what it proposes to do to address the defined need(s). Indicate whether the approach is a new or expanded service and describe how it differs from the agency's current activities.
- Describe how the agency proposes to achieve a successful outcome(s), and document that the approach to be used has previously been successful.
- Address the type of involvement to be used with other service providers. Do not discuss performance measures, budgets, time frames, etc. as it is addressed elsewhere in the proposal.
- Address the agency's marketing program. Outreach may be a vital part of a successful project, but making potential clients aware of your services can be difficult. Economically disadvantaged households are often difficult to reach due to apathy, distrust of outsiders, language barriers, illiteracy, and limited access to mass communications. Consequently, the agency's proposal should identify appropriate outreach strategies.
- Document the agency's past experience in implementing similar programs and the qualifications of those who will administer and lead the program.

B. Implementation Tasks and Schedule :

The implementation plan is the work schedule for completion of the project. Development is a two-step process:

- Translate the program description into tasks. For example, if the agency is proposing to expand a drug-screening and referral service, startup program tasks might be to secure office space, hire and train additional counselors and support people, publicize the expansion, develop an outreach program, purchase furniture, materials and supplies, and set operating hours.
- Establish a sequence and time frame for each of the tasks identified above. A sample Implementation Schedule (Attachment 1) is provided to complete this section. To complete the form list all tasks in the left-hand column followed by a start up date then place a mark under each month for which the task will be ongoing during the contract. What emerges is a complete picture of how the proposal will be implemented and how the tasks relate to each other. It may then be seen if completion of one task overlaps and conflicts with another or if one has planned too much for a given month. This will allow for necessary revisions and refinements.

Should the proposal be funded, the completed Implementation Schedule will be incorporated into the Subrecipient Agreement, and will be the basis for required progress reports. All implementation schedules will be reviewed for feasibility and revised, if necessary, before finalization. The agency will be held to this schedule, excluding unforeseeable delays beyond your control. Consequently, the agency needs to identify potential startup delays. Past projects

have often been delayed by the necessity to complete unforeseen startup tasks. These tasks need to be identified and incorporated into a feasible work program.

C. **Project Budget :**

All proposals must contain line item budgets. A sample Budget Summary Sheet is provided in the Narrative Attachments (Attachment 2).

- The first column labeled "Category" separates line items into related groups. The categories listed are typical expense groupings. **(Please note that salaries and benefits can be paid for service delivery only.)**
- The second column, "Line Item" is for specific line items in each category. The dollar amount should be entered in this column under the appropriate funding source (CDBG, in-kind, or other). The dollar value of in-kind services (e.g., volunteer labor, donated services, space, supplies or furnishings, etc.) needs to be estimated and entered.
- The last column is for totaling the amounts of each line item. There is an additional row for totaling CDBG and other funding source amounts at the bottom of the chart.

The budget is the heart of the proposal. It helps the evaluators judge the feasibility of the project. The budget also helps the agency to plan the project in detail. Should the proposal be funded, the budget will become part of the Agreement authorizing the expenditures.

Also note, that the CDBG is intended to be used in combination with other funding sources. **It is the policy of Winter Haven that all applicants applying for CDBG funds must leverage funds from other sources so as not to rely solely upon CDBG funds as a source of operating revenue.**

D. **Expected Outcomes, Project Evaluation and Continuation Strategies :**

The success of the project will be measured in terms of outcome-specific and measurable changes in the behavior of persons and/or improved quality of life in neighborhoods served by the proposed activity. The proposal must describe the specific and measurable outcomes expected from the service(s) provided.

- For example, a day care center expects to provide subsidized childcare for 40 children from working poor families. This is not an outcome, but rather the output generated by that agency. The availability of the service means that both parents can now work. Thus, the household's earning potential is increased. This is an outcome of the service. Moreover, this outcome is measurable almost immediately.
- Other outcomes, particularly for public service activities, are not measurable in the scope of a short-term project but should be noted. Examples include outcomes such as building community goodwill, making referrals to other agencies, etc.

The following sample evaluation strategy should be used when constructing a strategy for the agency applicant. It describes how the above outcomes would be presented along with the identified performance measures and the data to be collected.

EVALUATION STRATEGY EXAMPLE

EXPECTED OUTCOMES	PERFORMANCE MEASURE	DATA COLLECTION METHOD	PROGRAM ACCOMPLISHMENTS
Increased earning potential	Before & After unsubsidized family annual income in dollars	Case records, interviews, survey, IRS, SSI	Compare income before and after service rendered.
Improved school attendance and academic achievement	Before & after school grades, school attendance	School records	Compare grades and attendance after service.

The steps outlined below explain how to complete this worksheet:

1. List the expected outcomes under the appropriate heading in the "Expected Outcomes" column. The example stated two outcomes: The short term/intermediate expected outcome is that earning potential will be increased. The expectation that school performance of children receiving the service will be improved is a longer-term outcome. Both outcomes are shown in the left hand column of the chart.
2. Develop performance measures for these outcomes. List the measures in the second column opposite the outcome being measured. Again referring to the example, unsubsidized family income expressed in dollars per year would be the measure. The second set of measures would be school grades and attendance.
3. Devise a way to collect the data that will measure performance. Again, referring to the above example, family income information could be obtained from case records, interviews, or a survey. School performance (grades and attendance) can be obtained from school records. Both data collection methods are listed in the third column.
4. Decide when to collect the data and how to evaluate it. An appropriate methodology for the first example above would be comparison of unsubsidized income before and after the service was rendered, or comparison of school grades and attendance between children who had received the service and a control group who had not. These are listed opposite each outcome in the fourth column of the Evaluation Strategy chart.

Sustainability

In preparing your proposal, the agency must consider how the project will continue to operate after grant funds end. CDBG funds are intended to be used as seed or expansion money, not to subsidize an activity indefinitely. Therefore, the agency must make provision for alternative funding sources in order to ensure the survival of your proposed activity beyond the start-up or expansion years.

PROPOSAL NARRATIVE

NARRATIVE REQUIREMENTS

(Using the narrative instructions on pages 5-9, answer all questions completely, clearly, and concisely)

A. **Project Description and Statement of Qualifications :**

1. *Identify and describe the need(s) the agency will be addressing.*
2. *Provide a brief statement of the project's purpose.*
3. *Describe the project and explain how the agency activities will impact the problem. If the program is currently in existence, describe how it will be expanded to better serve the target population either through increased capacity or an additional program component.*
4. *Provide a description of how the project will be implemented.*
5. *Describe how the agency intends to involve other groups/organizations in the delivery of the service(s) being provided, as well as in the marketing of the project.*
6. *Describe the agency's qualifications to implement the above-described projects(s) along with the qualifications of all project managers and/or directors. Also, include evidence that the current clients/customers are satisfied with the service(s) they are receiving from the organization.*

B. **Implementation Tasks and Schedule :**

1. *List major project tasks and provide a one-year time frame for their completion. Use the Proposal Implementation Schedule provided with the Narrative Attachments to list the tasks and completion schedule.*
2. *Describe the agency's capacity to carry out the project or to obtain the necessary resources to complete. Include information demonstrating that, which is being proposed is consistent with your organization's mission. Also provide information regarding the agency's record of regulatory compliance.*
3. *State what provisions have been made to ensure that the project will be ready to start when funding becomes available. This would include, but not be limited to, sufficient time to hire and train staff, obtain and occupy additional space, procure furnishings and start up supplies, etc.*

C. **Project Budget :**

1. *Provide a line item budget using the Budget Summary Sheet provided in the Attachments. Include all funding sources and in-kind hours and contributions.*
2. *Spending Limitations: CDBG Funds may not be used for administrative purposes.*

D. **Expected Outcomes, Project Evaluation and Continuation Strategies :**

1. *List the specific outcomes expected from your proposal. Distinguish between short-term, intermediate, and longer-term outcomes. Use the left-hand column of an Evaluation Strategy Table. Also, list benefits of the project, which you do not intend to measure, but will identify.*
2. *Describe the performance measures you are proposing to use in addition to the minimum standards listed in the Program Descriptions. Indicate what data is to be collected, how it will be analyzed, and when will the evaluation occur. Use the remaining columns of an Evaluation Strategy Table to answer this question.*
3. *Indicate how the agency proposes to continue funding the project if it is successful. Describe the strategy to phase in alternative funding sources.*

BUDGET SUMMARY SHEET

(Attachment 2)

Category	Line Item	Funding			
		GDBG	In-kind	Other Funding Sources	Total
Salaries & benefits					
Supplies & materials					
Space rental					
Utility expenses					
Travel					
Consultants &					
Other operating					
Other Expenses					
Totals					

APPENDIX: RANKING SHEET

EVALUATION FACTOR	POINTS ASSIGNED	SUB-TOTALS
A. Project Description and Statement of Qualifications		
The description identifies the needs that are to be addressed, and clearly outlines how they will be met. Up to 15 points		
The description clearly states and quantifies expected outcomes that will benefit the client. Up to 10 points		
The stated outcome(s) will effectively address the identified needs. Up to 5 points		
The description addresses involvement of other entities to deliver the service(s). Up to 5 points		
The description addresses marketing the program. Up to 5 points		
The description presents evidence that current clients/customers are satisfied with the services received, or, for new agencies, evidence of community support. Up to 5 points		
Subtotal (Maximum 45 points)		
B. Implementation Tasks and Schedule		
The proposal provides a complete and feasible implementation plan and schedule. Up to 10 points		
The proposal demonstrates that applicant has the capacity and capability to carry out the project and identifies key personnel. Up to 5 points		
The proposal demonstrates that applicant has a satisfactory record of regulatory compliance or identifies management or fiscal controls in place to establish regulatory compliance. Up to 5 points		
The proposal outlines provisions in place to ensure a timely start to the project. Up to 5 points		
Subtotal (Maximum 25 points)		
C. Project Budget		
The proposal provides a complete budget, including other funding sources and in-kind hours and contributions. Up to 10 points		
The proposal leverages or matches		
More than 100% of the funds requested - 5 bonus points		
80% - 100% of the funds requested - 4 bonus points		
50% - 79% of the funds requested - 3 bonus points		
20% - 49% of the funds requested - 1 bonus point		
Less than 20% of the funds requested - 0 bonus points.		
Subtotal (Maximum 10 points and maximum 5 bonus points)		
D. Project Evaluation and Continuation Strategies		
The proposal describes an evaluation strategy that will successfully measure how the stated outcomes will benefit the client Up to 5 points		
The proposal contains continuation strategies, pending successful outcomes. Up to 15 points		
Subtotal (Maximum 20 points)		
TOTAL POINTS (MAXIMUM 105)		

Appendices:

CDBG Regulations

Regulations for the CDBG program can be found in the Code of Federal Regulations website

<http://www.gpoaccess.gov/cfr/>

The Community Development Block Grant (CDBG) Program regulations are found in 24CFR 570

Subrecipient Self Evaluation Form
PROJECT EVALUATION WORKSHEET

- a. Please list name of organization:

- b. Date of contract and contract number:

- c. Please give a brief description of your organization's project:

- d. When your organization applied for funding for the project, it was asked to identify the following items by which it would be evaluated: Expected Outcomes, Performance Measures, Data Collection Method, and Program Accomplishments. Please list these items and describe how your organization defined them in your application.

- e. What specific output measures did your organization plan to perform in submitting the original application? (For example, assist thirty students in improving reading ability.)

- f. What specific output measures will your organization accomplish during the course of the project? (For example, assisted thirty-eight students in improving reading ability.)

- g. Will your organization meet the output measures it planned when it submitted its proposal? At the time of your evaluation, how much of your project is complete? (For example, to date, 15 students have been assisted)

- h. If your organization is not able to meet its stated output measures, what circumstances contributed to the shortfall? Will these factors play a part in future projects of this type?

- i. Has anything changed in either your organization or its operating environment that would affect its ability to successfully accomplish similar projects in the future?