

**City of Madison Community Development Division
CDBG Office**

Economic Development

REQUEST FOR PROPOSALS (RFP)

Date of Issuance: Tuesday March 30, 2010

Proposals Due: By 12:00pm (Noon), Monday April 19, 2010

I. Background:

In August of 2009, the City of Madison received an award of Community Development Block Grant Recovery funds under the American Recovery and Reinvestment Act (ARRA) of 2009, from the U.S. Department of Housing and Urban Development (HUD). The City of Madison CDBG Committee and Common Council have approved using **\$106,050** of these funds to assist economic development services

Funds available under this RFP are for this one time only and will not be renewed.

II. Purpose:

The purpose of this program is to provide a loan tied to economic development services where the result of the assistance is the creation of new, or retention of existing, full time equivalent jobs for low or moderate income individuals. HUD requires that these funds be tied to assisting green businesses or those seeking to improve energy efficiency in their buildings in such a way as to achieve the job creation/retention requirements of these funds.

III. Eligibility:

Eligible applicants are for-profit or non-profit businesses or agencies which are engaged in economic development activities.

The proposal(s) selected will include assurances that the funds provided will be tied to the creation or retention of full time equivalent positions (per the HUD-CDBG regulations definitions) and further will be primarily be directed to green businesses or those seeking to improve energy efficiency in buildings they own wherein the link can positively be made between these CDBG-R funds and the jobs created or retained for low or moderate income individuals.

Further, the proposal selected must be able to certify that any additional funds necessary to complete the proposed project are already in place and that the project as proposed is ready to proceed. These funds must be under contract by June 1, 2010 and must be fully expended on eligible activities by June 30, 2011.

NOTE: The Federal CDBG regulations found at *24 CFR Part 570* apply to these funds and in particular to how jobs are counted as created and or retained by the assisted businesses or agencies.

IV. Contract:

The contract resulting from this RFP will be administered by the City of Madison Community Development Division - CDBG Office. Any questions regarding this RFP can be directed to Barbara Constans, Grants Administrator at bconstans@cityofmadison.com , 267-1983.

The contract period will be from June 1, 2010 through June 30, 2011.

Outcomes from the use of these funds must include the creation or retention of one (1) FTE position (2080 work hours) for every \$35,000 of CDBG-R funds provided. A minimum of 3 FTE positions must be created or retained through the use of these funds. Part-time positions equivalent to the required 3 FTE's may be accepted as meeting this requirement.

In addition, these funds must be tied to creating energy efficiencies in existing buildings and/or improving the long term viability of a "green" business.

V. Service Area

These funds must be used to assist a business or businesses located in the City of Madison.

VI. Contract Negotiations:

The City of Madison reserves the right to negotiate the award and conditions of the proposal prior to entering into a written agreement.

VII. Proposal Content:

Proposals must be clearly organized with the following headings.

A. Program Design.

Indicate how the program will operate. Be specific and identify the anticipated number of businesses to be assisted, the number of new jobs to be created or retained, and location where services will be provided. Indicate how the program will be marketed, how eligible businesses would be identified, how jobs will be assured and how they will be counted. Describe how the City will be able to measure the effectiveness of the services provided. Indicate a time-line for major activities such as hiring of staff, marketing of program and provision of loans or grant, development or expansion of the business and creation/retention of the jobs. State if the program will build or expand on current efforts already underway. Explain collaborative efforts to achieve the desired outcomes.

B. Qualifications of Agency and Staff.

Indicate the experience of the applicant agency in providing similar services. Be specific and identify programs/projects, number of loans/grants under management, years in business, key outcomes attained, and dates and locations where services were provided. Include specific experience of staff anticipated to be involved in this program. Include experience with program implementation using federal funding.

C. Outcomes.

A minimum of 3 FTE positions must be created or retained through the use of these funds.

These funds must be directed to "green" businesses, the creation of jobs in those businesses, or to businesses which will use the funds to improve energy efficiency of a building in such a way as to make new job creation or existing job retention possible.

D. Reporting/Reimbursement

The successful applicant will be required to collect and report data as required by the Dept. of Housing and Urban Development. Reimbursement for services will be tied to and based upon the applicant providing the required reporting data and information.

E. Budget.

Primary activities will be related to staff assigned to this project. Include any other activities for which funds will be requested. Please reference any other funds not part of this RFP that will be used to provide this service.

F. References.

Include a list of organizations, including points of contact (name, address, and telephone number), which can be used as references for work performed in the area of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project. The results of the references will be provided to the evaluation team and used in reviewing and scoring the written proposals.

VIII. Evaluation and Scoring of Proposals:

The proposals will first be reviewed to determine if the proposal is complete. Failure to meet mandatory requirements will result in the proposal being rejected. In the event that all the proposals do not meet one or more of the requirements, the City reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

Accepted proposals will be reviewed by a review team made up of City staff and a funding recommendation submitted to the CDBG Committee for approval. The proposals will scored using the following criteria:

A. Program Design: 30 Points

To receive full points, a proposal must indicate knowledge of business and job creation costs, current lending practices and current job needs in the community. Some knowledge of "green businesses" should also be described or a direct tie energy efficiencies to be achieved through the job creation/retention activity shown. The proposal must indicate a reasonable timeline for implementing this program including the hiring and training of staff, providing the business loans/grants and the creation/retention of the jobs. If the applicant is a non-profit agency. The applicant must demonstrate how they will assure that new jobs are created or that the funds are required in order for a business to retain existing positions. If applicant is a for-profit business the business must demonstrate ability to create the new jobs and or that without this assistance jobs would be lost in the community. The proposal must indicate an ability to proceed with the City contract and begin effectively utilizing the Federal funds upon approval of the contract by the Common Council.

B. Experience: 10 Points

To receive full points, the agency or business must demonstrate experience in providing similar or related services. Staff assigned to this project will have 5 years or more of related experience. Agency or business must have a demonstrated knowledge about, and history of, complying with federal and state requirements related to receiving public funds .

C. Outcomes: 30 Points

To receive full points, the agency or business will indicate an ability to meet the outcomes specified in this RFP. Additional outcomes may be included. Agency must demonstrate the ability to collect needed client-level data.

D. Budget: 25 Points

To receive full points, the agency or business will submit a clear and reasonable budget for the proposed activities.

E. References: 5 Points

To receive full points, the agency or business will submit a list of organizations and contact information that can verify the agency or businesses ability to provide services required in this RFP.

IX. Submission of Proposals

Applicants must submit an original copy of all materials required for acceptance of their proposal by Monday April 19, 2010 at 12:00 p.m. (noon) to:

City of Madison Community Development Division
CDBG Office
Room 225 Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison WI 53703

All pages of the proposal must be secured and show the following information on the cover page:

- 1) Agency/Business Name and Address, 2) Agency/Business Contact Information including phone and email address, 3) Name of Program for Which Proposal Submitted 4) Legal status of agency applying for the funds 5) FEIN and DUNS Numbers for the Agency/ Business

Proposals will be reviewed and scored by City staff. Recommendations will be forwarded to the City of Madison CDBG Committee at its May 6, 2010 meeting. Funding is subject to Common Council Approval.