



# Community Building and Engagement

## Spring 2015

### Request for Proposals

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#### GUIDELINES

##### I. PURPOSE

The 2015 City of Madison Budget allocates funding to support community building and resident engagement in neighborhoods with high concentrations of low and moderate income residents, people or populations of color, and/or areas with City identified neighborhood resource teams.

The goal of the Community Building and Engagement fund is to increase community cohesion, build the capacity of local organizations and develop leadership skills of residents to promote, support and sustain civic engagement by populations that are typically underrepresented in city governance and civic processes.

Strong proposals will:

- 1) Focus on a specific neighborhood or outline an initiative that has potential to impact a larger geographic area- for example, the north side, east side or southwest side of Madison, or city wide.
- 2) Clearly articulate the goals of the initiative including measurable indicators of desired success.
- 3) Demonstrate knowledge of assets, resources and potential partners in identified focus area and identify plan to partner with or utilize these resources where appropriate.
- 4) Provide a clear and realistic plan to achieve the goals of the proposed initiative. Proposal should address:
  - Plan for resident outreach and engagement,
  - Description of capacity and skill building activities and
  - Description of how these activities will contribute to the goal of developing sustainable leadership within communities.
- 5) Proposed initiative should demonstrate considerations of cultural competence, language access and literacy in initiative design and implementation.
- 6) Activities and timelines should be clearly stated including location of programming, hours of operation, staff and volunteer structure and curriculum.
- 7) Demonstrate the ability to prepare residents for effective participation in city and other governmental processes in order to achieve positive change in their neighborhoods.
- 8) Identify measureable data points that will demonstrate the positive impact of the initiative. Outcomes may focus on neighborhoods, groups, and/or individuals.

##### II. ELIGIBILITY

1. Applicants. Eligibility is limited to non-profit organizations and agencies that have obtained tax exempt status under 26 USC §501(c)(3) or groups that can secure, as fiscal agents, organizations that have obtained such status. Organizations that are identified to serve as Fiscal Agents on behalf of applicants will be asked to indicate their understanding of the City's expectations and agreement to act on the applicant's behalf. Funds are available to support only those projects that will entirely or primarily benefit the City of Madison or its residents. Only one proposal from each agency or group will be considered. Additionally, proposals submitted to the Emerging Opportunities Spring 2015 and Community Building and Engagement Spring 2015 for the same projects or initiatives will not be considered.

2. Uses. Eligible expenditures include personnel costs, program supplies, and space costs. In awarding grants, the City may identify specific uses for allocations. Capital costs related to purchasing real estate or property will not be considered.
3. Organizational and Administrative Obligations. Applicants must be in compliance with City of Madison requirements including those pertaining to Madison Living Wage, Non Discrimination and Affirmative Action, and equal benefits protections. Applicants must demonstrate the ability to secure required insurance coverage including workman's compensation and general liability. If funded, applicants will be required to add the City as an additional insured. Relevant insurance costs should be included in the proposal requests. The failure or inability to comply with these organizational and administrative expectations may disqualify an applicant from participation in this or other City funding processes. For more information please contact CDD staff at 266-6520.
4. Ineligible Programs or Proposals. Proposals for Community Building and Engagement funding must be for new projects or to expand existing projects. Proposals that are seeking to simply replace another funding source will be ineligible. Only one proposal from each agency or group will be considered within each application opportunity. Additionally, proposals submitted to the Emerging Opportunities Spring 2015 and Community Building and Engagement Spring 2015 for the same projects or initiatives will not be considered. Proposals requesting less than \$25,000 or more than \$100,000 will not be considered.

### **III. FUNDS AVAILABILITY**

The City has \$100,000 available for this RFP opportunity. Allocations may reflect both the number and the quality of applications received. The minimum proposal request should be for not less than \$25,000 and can go up to the full amount available of \$100,000. There may be the possibility of continuing funding for projects for additional years, however there is no current commitment for future funds availability by the Common Council.

### **IV. REVIEW**

The City's Community Development Division administers these funds. Proposals received in response to this solicitation will be reviewed by a cross-functional review panel and will be submitted to the Common Council April 21, 2015. Review panel may call applicants with questions or clarifications of proposals. Following Common Council approval contracts will be developed and implemented as quickly as possible.

### **V. AWARD CRITERIA**

All proposals will be reviewed and preliminary recommendations will be made to the Common Council. Please note that any written materials, including letters of support, brochures, pictures, or other materials not specifically requested in the application form will not be included in information given to the review panel or Council members or considered in the evaluation of proposals. Reviewer's scores will form the basis for beginning conversations about recommendations. However, other factors may also be considered, for example, the distribution of funds and efforts geographically or demographically across the city.

	Criteria	Point Value
1	Initiative goals are clearly articulated	5
2	Proposal demonstrates knowledge of assets, resources and potential partners in the identified initiative area and strategic use of these assets.	5
3	Plan for resident outreach and engagement is clearly articulated.	5
4	Proposed initiative demonstrates considerations of cultural competence, language access and literacy in initiative design and implementation.	5
5	Proposed capacity, skill building, and community engagement activities are clearly outlined and relevant to initiative purpose.	5
6	Proposed initiative addresses plan to ensure sustainability of efforts.	5
7	Initiative activities and timeline are clearly stated, realistic, and are sufficient to achieve goals.	5
8	Initiative prepares residents for effective participation in city and other governmental processes that have the potential to effect positive change.	5
9	Initiative provides relevant and measurable outcomes. Proposal incorporates data collection and reporting methods.	5
10	Proposal presents an adequate and detailed budget.	5
	Total Points available	50

No proposal will be recommended for consideration by Common Council that does not score over 25 points.

## VI. REPORTING REQUIREMENTS

The City reserves the right to negotiate the award amount and budget items, require documentation of items and processes including, but not limited to, those identified in Section II, #4. Organizational and Administrative Obligations, and set terms for service reporting and financial disbursement with the selected applicant(s) prior to entering into a grant agreement.

## VII. APPLICATION

The information and the CBE application form are available on the [City of Madison Community Development Division Funding Opportunities website](#).

Please limit your proposal and responses to the form and space provided. Any materials submitted in addition to the application form provided will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter the form in any way.* Please be concise and respond within the word and character limits provided.

If the applicant is not a 501c(3) organization and will be utilizing a fiscal agent in the performance of the proposed program or project, the Fiscal Agent must complete and submit the Fiscal Agent Commitment form to the EOP applications mailbox, by the designated application due date.

Submit your proposal to [EOPapplications@cityofmadison.com](mailto:EOPapplications@cityofmadison.com).

***Proposals will not be accepted after 12:00 pm (noon) on Friday March 20, 2015.***

## **VIII. TECHNICAL ASSISTANCE**

Questions and requests for technical assistance or questions concerning the guidelines or application form may be directed to Community Development Division at 266-6520.

## **IX. TIMELINE**

February 25, 2015	Proposal form will become available on the CDD Funding Opportunities website.
March 20 ,2015	Proposal is due at 12:00 pm (noon).
April 21, 2015	Recommendations introduced to Common Council
May 5, 2015	Common Council Makes final funding decision
May-June	Contracts completed and funds become available