

# City of Madison

## Community Development Division

215 Martin Luther King Jr. Blvd.,  
Third Floor  
Madison, WI 53703-3346



## REQUEST FOR PROPOSALS

### RFP #8839-2019

#### Current City of Madison Neighborhood Centers:

Center Support and  
School Age Child and Youth Program Funding

Release Date: June 14, 2019  
Due Date: 12:00 p.m. CST, NOON  
Monday, July 29, 2019

**Current City of Madison Neighborhood Centers:  
Center Support and  
Child and Youth Program Funding**

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**Current City of Madison Neighborhood Centers:  
Center Support and  
Child and Youth Program Funding**

**RFP SUMMARY**

<b>RFP NUMBER</b>	<b>RFP # 8839-2019</b>						
<b>RFP TITLE</b>	<b>Current City of Madison Neighborhood Centers: Center Support and School Age Child and Youth Program Funding</b>						
<b>DEADLINE FOR BID SUBMISSIONS</b>	<b>12:00 P.M. (NOON) CDT, Monday, July 29, 2019</b> <b>Proposals received after the deadline will not be considered.</b>						
<b>SCOPE</b>	The City of Madison is seeking proposals from neighborhood centers currently receiving City funds for Center Support. Proposals will be for funds available to support School Age Child and Youth programming and center support. Proposals will address movement of current contracts into new funding framework.						
<b>Funds Available</b>	The City of Madison anticipates allocating at least \$2,177,626 in this process.						
<b>Application Form and Guidelines</b>	<b>Available at:</b> <a href="#">Community Development Division Funding Opportunities Website</a> <i>All applicants are <u>required</u> to attend a mandatory application workshop. (Registration below and on website)</i>						
<b>E-MAIL PROPOSAL TO:</b>	<a href="mailto:CDDapplications@cityofmadison.com">CDDapplications@cityofmadison.com</a> All proposals must be submitted electronically in provided template. Please put <b>NC App 2019</b> in email subject line.						
<b>DIRECT ALL INQUIRES TO:</b>	Deon Carruthers, Katy Petershack, and Mary O'Donnell - CDD Specialists <a href="mailto:dcarruthers@cityofmadison.com">dcarruthers@cityofmadison.com</a> <a href="mailto:kpetershack@cityofmadison.com">kpetershack@cityofmadison.com</a> <a href="mailto:modonnell@cityofmadison.com">modonnell@cityofmadison.com</a> <b>City of Madison Community Development Division</b> <b>Phone: 608-266-6520</b>						
<b>RFP CALENDAR</b>	Please Note: These dates are for planning purposes. They represent the City's desired timeline for implementing this project. Any revision to the Due Date for submission of proposals will be made by addendum. All other dates may be adjusted without notice, as needs and circumstances dictate. <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Date</th> <th>RFP Activity</th> </tr> </thead> <tbody> <tr> <td>June 14, 2019</td> <td>Release of RFP</td> </tr> <tr> <td>June 27, 2019</td> <td><b>Mandatory Application Workshop, Register <a href="#">HERE</a></b></td> </tr> </tbody> </table>	Date	RFP Activity	June 14, 2019	Release of RFP	June 27, 2019	<b>Mandatory Application Workshop, Register <a href="#">HERE</a></b>
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	<b>July 19, 2019</b>	<b>Deadline for scheduling consult with city staff in lieu of workshop</b>
	<b>12:00 p.m. (CST) July 29, 2019</b>	<b>DEADLINE FOR SUBMISSION OF PROPOSALS</b>
	<b>November 12, 2019</b>	Common Council 2020 Budget Approval

**SECTION 1: INTRODUCTION**

**1.1 BACKGROUND**

The City of Madison’s Community Development Division (CDD) seeks to create the necessary conditions for Madison residents to realize their full potential through the strengthening of social capital and neighborhood assets. An important element of that work is the provision of ongoing support to a group of 15 neighborhood centers located throughout the city. This support, along with funds from other entities, helps those centers function as neighborhood focal points, providing physical places within which residents can gather, interact with one another and build a sense of community. They also serve as safe venues for programming, services and other activities that enrich the lives of neighborhood residents and improve access to basic services and resources, particularly for low- and moderate-income individuals and families. The City’s financial commitment to these centers acknowledges the key roles they play in strengthening neighborhoods and improving the quality of life in Madison. It is but one element of collaborative partnerships that serve to make neighborhoods more supportive, connected, resilient and livable for all residents.

City funding for neighborhood centers has not been the subject of a funding process since 2013 (for 2014 allocations). Individual allocations to centers have remained largely unchanged since that time. This process seeks to address long-standing inconsistencies in funding Center Support and bring clarity and consistency to City expectations related to Center operations and funding for Elementary, Middle and High School programming.

The proposed Center Support payment structure seeks to strengthen the partnerships between the City and each of the 15 centers currently receiving Center Support payments. It more clearly describes a common set of expectations that are both fundamental to the effectiveness of individual centers and aligned with objectives identified by residents as important to them. The proposed payment model also increases equity in allocations made to individual centers, recognizing both the similarities and the variation that exist, but doing so through a simplified and transparent approach. Finally, and importantly, by insulating centers from any reduction in their funding, and precluding any redistribution of funds between centers, the new model reaffirms the value the City places on its partnerships with these centers and the roles they play.

## **Current City of Madison Neighborhood Centers: Center Support and Child and Youth Program Funding**

In addition to meeting standard City contracting requirements, organizations receiving Center Support funds will be asked to:

1. Ensure that residents living proximate to the centers, particularly lower-income residents, are a primary focus of facility programs and activities.
2. Use neighborhood and community data and resident input to inform decisions about operations and programming at the center.
3. Commit to meeting applicable licensing and accreditation standards as well as quality standards established in contracts for all programming provided by the organization
4. Track and report usage and outcome data.

For a review of the community engagement process and development of goals for this RFP process please refer to the Policy Papers entitled "[Neighborhood Center Support Concept Paper](#)" and "[School-Age Child and Youth Concept Paper](#)" posted [here](#) on the Funding Process website.

### **Data Toolkit**

CDD is moving toward the use of data to guide our discussion around neighborhood assets and needs. As a resource for this funding process the city is providing a data toolkit which is intended to be used by city funded neighborhood centers to describe the populations in their surrounding neighborhoods and describe how current or proposed programs, activities, and services meet the needs and interests of these residents.

The data in this toolkit was generated for applicants at any level of data skill to make the data-informed case for programs, activities, and services at the neighborhood center. Strong proposals will utilize the information available to demonstrate the center's responsiveness to demographic populations in the neighborhoods they intend to serve.

The data toolkit is available [here](#) on the CDD funding process website.

### **1.2 ELIGIBILITY**

***This process is open only to the 15 neighborhood centers currently receiving center support funding from the City of Madison. Applicants must attend the Neighborhood Center Support and School Age Child and Youth Funding Process Workshop or schedule a conversation with City Staff on their proposal prior to 4:00 July 19, 2019 to be eligible to apply. Applications will not be accepted from entities that have not attended a workshop or consulted with staff on their proposals.***

Eligible expenditures include personnel costs, program/project supplies and costs, space and special costs. No more than 20% may be applied to overhead or administrative costs. In awarding grants, the City may identify specific uses for allocations. Capital purchases related to purchase of vehicles or property will not be considered. All awarded funds must be utilized in the timeline outlined in resultant contracts. Any remaining funds not expended by the contract end date will not be available for project use.

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## **1.3 FUNDS AVAILABLE**

Currently \$2,577,867 is allocated to neighborhood centers. This process will allocate \$2,177,626 of those funds in the areas of center support and school age child and youth programming. It is expected that through this process all of the 15 applicant agencies will be placed within a two-tiered framework that will allocate funds for center support. Funding for child and youth programming will be restructured and allocated to Centers based on programming for three specific age groups- Elementary, Middle and High school. If a current neighborhood center's center support funding exceeds the tiered level in which they are placed, the overage can be shifted to City funded programming within this proposal.

Contracts awarded through these RFP processes may extend for up to five years pending the availability of funding in future City operating budgets and satisfactory completion of contract goals. These funds and resultant contracts will be subject to all city ordinances and rules governing purchase of service contracts, including but not limited to equal opportunity and benefits provisions, and insurance requirements.

## **SECTION 2: SCOPE OF WORK**

This funding process will support two specific purposes: the provision of funds in Center Support that will address day-to-day functions needed to allow centers to be accessible to residents and funding for School Age Child and Youth programming that will be provided by the centers. Applicants are expected to apply for funds to perform work in both areas. A separate application must be submitted for Center Support, and for Elementary, Middle and High School programming.

### **2.1 NEIGHBORHOOD CENTER SUPPORT**

In addition to meeting standard City contracting requirements, organizations receiving Center Support funds will be asked to:

1. Ensure that residents living proximate to the centers, particularly lower-income residents and individuals and families of color, are a primary focus of facility programs and activities.
2. Use neighborhood and community data and resident input to inform decisions about operations and programming at the center.
3. Commit to meeting applicable licensing and accreditation standards as well as quality standards established in contracts for all programming provided by the organization.
4. Track and report usage and outcome data.

### **PERFORMANCE GOALS FOR NEIGHBORHOOD CENTERS RECEIVING CENTER SUPPORT**

There is a richness and diversity of strategies utilized by currently funded neighborhood centers in their approaches to neighborhood engagement, programming and operations. In many ways, this is a reflection of the diversity of the neighborhoods within which centers operate. At the same time, there is a set of

## **Current City of Madison Neighborhood Centers: Center Support and Child and Youth Program Funding**

basic expectations of centers, or standards that have not previously been well articulated, that will accompany the receipt of ongoing financial support from the City. They include the following:

### **A. Engage and connect with the community**

- Create open and welcoming spaces for the public.
- Engage a broad representation of neighborhood residents in governance, planning, and evaluation for the organization.
- Have staff and board that reflect the demographics of participants served.
- Utilize formal processes to gather input from residents about functions and programming of the center.

### **B. Ensure residents stakeholders living nearby have access to the facility**

- Implement thoughtful and inclusive communication strategies for neighborhood and media regarding activities at the organization and availability of facility space.
- Provide access to the facility and community rooms at no/nominal cost for neighborhood residents and stakeholders, including some evening and weekend hours.
- Create equitable and clear facility use policies and protocols related to fees, hours, eligibility, and user guidelines.
- Maintain a clean and safe facility with a sustainable plan for facility updates
- Ensure facility users include a broad representation of neighborhood residents and stakeholders.
- Ensure facility is a safe space for all City of Madison residents, free from bullying and discrimination based on protected classes.

### **C. Offer programs and services to a variety of age groups**

- Provide out-of-school-time programming that meets quality standards outlined in the City's School-Age Child and Youth Development Policy Paper, and that is accessible to low-income children and youth.
- Have a plan to connect residents with needed resources and services. This could include either onsite case managers or strong relationships with outside organizations that provide or connect residents to services.
- Provide programming and amenities that address the needs and interests of a broad spectrum of ages in the surrounding neighborhood.
- Operate a food pantry or develop a strong relationship with one in the area.

### **D. Build organizational and administrative capacity**

- Provide professional development opportunities to staff.
- Have a strategic plan that includes a yearly assessment to identify strengths and weaknesses and specifies organizational goals for the next year.
- Have clear, written personnel policies.
- Provide competitive wages and adopt other strategies to reduce staff turnover.

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### E. Collect and use data

- Participate in CDD sampling process.
- Use data in decision-making.
- Utilize neighborhood data from the “Data Toolkit” and other sources in program planning.
- Collect data to track program outcomes.

### **TIERED FUNDING STRUCTURE FOR NEIGHBORHOOD CENTER SUPPORT**

The City seeks to standardize more of the administrative and process expectations it places on all contracted services. Toward that end, the funding structure for center support will utilize a two-tiered center support payment structure. Each center will be identified as either a Tier 1 or Tier 2 facility based on specified criteria. All Tier 1 centers would receive the same center support payment; Tier 2 centers would receive a standardized slightly higher payment. A center’s placement in either Tier 1 or Tier 2 will depend on specific facility characteristics, e.g., size, budget, the number of people who use the center, as well as operational parameters, e.g., its level of community engagement, the days and hours in which the facility is open, range of programming and services, etc.

Each center, regardless of its tier placement, will be expected to meet specific identified benchmarks, or develop a plan to do so. The benchmarks will address elements such as the type or range of programming offered, the hours of operation, and how centers involve residents in decision-making or the policies governing access to the facility. The expectations for Tier 2 centers are higher, particularly with respect to hours of operation and range of programming. The levels for Tier 1 and Tier 2 payments will ultimately be a function of resource availability, but likely amounts range from \$70,000 to \$90,000 for Tier 1 and \$90,000 to \$110,000 for Tier 2 centers. To the extent that some centers may be unable to meet one or more of the benchmarks, they will be afforded time to devise a plan to meet them.

### **City Funded Neighborhood Centers – Tier Benchmarks:**

The application for center support funds asks that applicants address their placement in each of these categories. The following table presents the benchmarks that would provide the criteria for tier placements.

<b>Requirement:</b>	<b>Benchmark:</b>	<b>Tier 1 Expectation:</b>	<b>Tier 2 Expectation:</b>
Engage and Connect with the Community	Resident involved planning or governance	<ul style="list-style-type: none"> <li>• At least 4 events or processes that provide documented resident input into planning for center functions.</li> <li>• Center staff should reflect the demographics of the participants served.</li> <li>• Center Board should reflect the demographics of the participants served.</li> </ul>	
Engage and Connect with the Community	Community outreach	<ul style="list-style-type: none"> <li>• At least 2 resident informed community building events per year.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 4 resident informed community building events per year.</li> </ul>



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Ensure Surrounding Neighborhoods and Stakeholders have Access to the Facility	Square footage	5,000-9,999 square feet	10,000+ square feet
Ensure Surrounding Neighborhood and Stakeholders have Access to the Facility	Facility use hours	250-2,140 facility use hours per year	2,141+ facility use hours per year
Ensure Surrounding Neighborhood and Stakeholders have Access to the Facility	Facility use participants	200-2,150 unduplicated facility use participants per year	2,151+ unduplicated facility use participants per year
Ensure Surrounding Neighborhood and Stakeholders have Access to the Facility	Facility policies and plan	<ul style="list-style-type: none"> <li>• Have a facility use policy that provides low/no cost options for residents.</li> <li>• Have a maintenance and facility update plan.</li> <li>• Have a language access plan for facility.</li> </ul>	
Ensure Surrounding Neighborhood and Stakeholders have Access to the Facility	Facility available for community use on weekends and evenings	<ul style="list-style-type: none"> <li>• Center is available for facility use at least 5 or more Saturdays or Sundays per year.</li> <li>• Center is available for facility use until 7pm at least 2 days per week.</li> </ul>	<ul style="list-style-type: none"> <li>• Center is available for facility use at least 12 Saturdays or Sundays per year.</li> <li>• Center is available for facility use until 8 pm at least 3 days per week.</li> </ul>
Offer Programs and Services to a Variety of Age Groups	Programming and Resources Offered	<ul style="list-style-type: none"> <li>• Programming for at least two of the following age groups offered: Elementary, Middle, and High School age programming.</li> <li>• 12 or more planned activities at the Center for adults per year.</li> <li>• Have a plan to connect residents with needed resources and services.</li> <li>• Operate a food pantry on site or have a close relationship with an established food pantry.</li> </ul>	<ul style="list-style-type: none"> <li>• Elementary, Middle, and High School age programming required.</li> <li>• 24 or more planned activities at the Center for adults per year.</li> <li>• Have a plan to connect residents with needed resources and services.</li> <li>• Operate a food pantry on site or have a close relationship with food pantry in area.</li> <li>• One or more of the following: Adult Employment, Early</li> </ul>

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			Childhood, and/or Older Adult programming.
Build Organizational and Administrative Capacity	Total Agency Budget	\$200,000-\$520,699	\$520,700+
Build Organizational and Administrative Capacity	Total Agency FTE	3-7.9 FTE	8.0+ FTE
Build Organizational and Administrative Capacity	Policy and Planning	<ul style="list-style-type: none"> <li>• Have a current strategic plan.</li> <li>• Submit annual reports on board and staff demographics.</li> <li>• Have an existing personnel policy that addresses key elements required in contract.</li> </ul>	
Collect and Use Data	Sampling and Data Informed Decision-Making	<ul style="list-style-type: none"> <li>• Participate in sampling.</li> <li>• Use data in decision-making (data toolkit and other resources).</li> <li>• Collect data to track program outcomes.</li> </ul>	

**2.2 SCHOOL AGE CHILD AND YOUTH DEVELOPMENT**

The care and resources needed to support positive child and youth development include many facets of physical and mental health, social emotional learning, cognitive development and strong relationships with family and the community. The City of Madison has identified the following of continuum of out-of-school time (OST) programs as the areas of focus for City support.

**City of Madison School-Age Child and Youth Development Service Continuum:**

- Multi-activity afterschool and summer programs serving elementary, middle and high school age children and youth.
- Topical or skill focused small group programs such as leadership, culturally focused, gender specific, STEM or LGBTQ programs serving elementary, middle and high school age children and youth.
- Late-evening programs on weekends during the school year and/or on various nights in the summer serving large groups of high school and middle school age youth.

School-age child and youth program proposals should address standardized expectations related to quality and program structure while allowing for increased flexibility for fund allocation within

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programming for elementary, middle and high school age groups. CDD looks to the [MOST Effective Practices](#) as a foundation of shared quality agreements with local providers.

### **Madison Out-of- School Time (MOST) Effective Practices**

The MOST community in Madison came together to define what attributes help MOST programs have the greatest positive impact for participants. Based on community feedback and research-based input from national organizations and other cities, the MOST Effective Out-of-School Time Practices identify seven building blocks for quality programs. Following the lead of MOST, the CDD has embraced these building blocks as the quality elements for City funded school-age child and youth programs.

Although there is richness in a diversity of approaches to child and youth development services, there are common elements that all young people deserve in all out-of-school time opportunities. How each practice is implemented is dependent on the program type and age of the participant. The seven basic elements that build high-quality programs identified by the MOST Effective Practices include:

**Intentional Program Design** - Programs are more likely to achieve desired youth outcomes if they use a deliberate process to design, implement, and evaluate activities.

**Supportive Relationships with Youth** - Program staff take action to foster strong, supportive, and sustained relationships with youth. These relationships create an emotionally safe place, free from intimidation, hate speech and bullying, where youth have a sense of security, belonging, and ownership.

**Youth Voice & Leadership** - Programs authentically partner with youth to build their leadership skills and support youth in leadership roles. Young people are involved in meaningful opportunities to plan, implement, and evaluate program activities.

**Racial & Cultural Inclusion** - Organizations create a safe and inclusive environment, which recognizes that race and culture are core to youth and staff identity.

**Family & Community Engagement** - Programs support and strengthen relationships with and amongst the families and community stakeholders that have an impact on the lives of school-age children and youth.

**Organizational Management & Staff Support** - Quality programs are part of a sustainable, well-run organization that develops highly competent staff through professional development and training.

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**Environment & Safety** - Out-of-school time programs provide developmentally appropriate environments that enhance the safety, health, and nutrition of all youth. Quality programs attend to the physical and emotional health of their participants, families, and staff.

**Collaboration and Resource Linkage**

The City of Madison supports the efforts to build a comprehensive child and youth OST system amongst service providers and other key stakeholders. This involves collaborative relationships amongst schools, post-secondary educational institutions, private business, community based organizations, municipal court, juvenile justice and human services systems. Successful programs connect youth to a continuum of appropriate resources and opportunities that address a range of skills and abilities as well as age and life stage needs.

**PROGRAM STRUCTURE FOR PROPOSED SCHOOL-AGE CHILD AND YOUTH DEVELOPMENT:**

The following minimum program structures describe the CDD’s desired staff/intern-to-child ratios and contact dosages for children and youth; and are grounded on research-based practices that have demonstrated positive results for program participants.

Age Group	Program Type	MINIMUM REQUIREMENTS				
		Program Frequency	Program Hours	Annual Duration	Adult to Youth Ratios	Average Attendance
Elementary or Middle School	Afterschool Multi-focus	4 days per week	1.5 hrs per program day	38 weeks	1 to 15	10
	Summer Multi-focus	4 days per week	1.5 hrs per program day	8 weeks	1 to 15	10
Elementary, Middle or High School	Topical, Skill or Population focus	2 times per month	2 hrs per program day	38 weeks	1 to 10	10
Middle and/or High School	Summer Evening	2 days per week	2 hrs per program day	8 weeks	1 to 20	20
	Weekend Evenings	1 time per month	2 hrs per program day	10 weeks	1 to 20	20
High School	Afterschool Multi-focus	2 days per week	1.5 hrs per program day	38 weeks	1 to 20	10

In addition to direct program hours, the City expects that administrative and program staff be given sufficient time for program planning, professional development, collaboration, supervision, and contact with families, and other individuals or organizations that play an important in the lives of children and youth.

For example, a daily afterschool program would typically require at least one of the direct service staff to have a minimum of 20 hours per week for planning, pre/post-program staff check-ins, collaboration, supervision, program evaluation, relationship building with families and other stakeholders, and

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space/supply/equipment preparation. Larger programs with greater attendance levels or intensive social-emotional learning expectations would need more than one direct service staff person to have these additional non-program hours. In addition, every staff person with direct service program responsibilities must have at least 30 minutes of paid work time both before and after the program beginning and ending time. Program size, attributes of participants, type and content of activities, goals, and the intensity of the social-emotional learning or academic expectations have a direct correlation to non-program staff hours.

### **EXAMPLES OF EXPECTED COSTS PER PARTICIPANT FOR PROPOSED PROGRAMS:**

Costs will vary from one program to another based on the structure and population served. The examples below attempt to establish projected program costs.

Salary and time estimates for staff included below are based on \$15.00 per hour with a 25% fringe cost and a ratio of 2-3 hours for program planning, outreach, collaboration, documentation, staff meetings and trainings, and other indirect duties for every 1 hour of program time.

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#### School Year Daily Afterschool

Daily 3-hour multi-activity afterschool program (5 days per week) for approximately 38 weeks per year with an average attendance of 20 youth = \$4,500 - \$5,000 per youth.

***Cost breakdown:***

35 hours per week for 1 lead staff = \$25,000; 25 hours per week for 1 staff= \$18,000; food, supplies and activities \$4.00 per program day per participant for = \$15,000; transportation ~\$100 per program day= \$19,000; 15% admin/supervision.

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#### Year Round Once a Week Population or Topic Focused

Weekly 4-hour population or topic focused program (1 day per week) year round, excluding 6 weeks for breaks, with an average attendance of 20 youth = \$900 - \$1,100 per youth.

***Cost breakdown:***

8 hours per week for 1 lead staff = \$7,000, 6 hours per week for 1 staff= \$5,000; food, supplies and activities \$4.00 per program day per participant for = \$4,000; transportation \$100 per program day= \$4,500; 15% admin/supervision.

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#### Summer All-Day

Daily 7-hour multi-activity summer program (5 days per week) for 8 weeks with an average attendance of 20 children or youth = \$1,250 - \$1,750 per child/youth

***Cost breakdown:***

40 hours per week for 2 staff for 10 weeks = \$15,000; food, supplies and activities \$6.00 per program day per participant for = \$6,000; transportation ~\$100 per program day= \$5,000; 15% admin/supervision.

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### Year-Round Weekend Evenings

Bi-monthly evening weekend program 2.5-hours (2 times each month) for 12 months with an average attendance of 40 youth = \$800 - \$1000 per youth

#### ***Cost breakdown:***

8 hours per week for 1 lead staff = \$7,800, 4 hours per week for 2 staff= \$7,800; \$400 per program day for food, supplies and activities; \$200 per program day for transportation; 15% admin/supervision.

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**Please note:** On average, City funding for School-Age Child and Youth programs accounts for 20% of total program costs. Strong proposals will bring other funding resources to support their program. Although City funding may start at a higher percent of the total program cost, funded organizations may be expected to increase the percentage of program cost supported by other funding sources over the contract period.

### OUTCOME MEASURES

#### **Community Indicators of Success**

The following are community wide indicators of the social change the City seeks to improve:

- Increase in the proportion of children and youth who are provided quality neighborhood-based out-of-school time activities that meet their needs for school age children and youth facing barriers due to economic and racial inequities.
- Improve quality of programs to impact outcomes for children and youth.  
Increase coordination and collaboration amongst organizations providing out-of-school time activities, schools and other stakeholders across the out-of-school time system to drive positive child, youth and community outcomes

#### **Program Outcomes**

City funded school-age child and youth programs will be asked to identify and measure at least one of the following changes in participants' skill, behavior or knowledge:

- Social-emotional competency and enhanced life skills
- Sense of belonging, connection and attachment to community and/or school
- Decreased involvement in high-risk behaviors
- Increased academic achievement
- Improved relationships with adults and the community

### CRITERIA FOR PROPOSAL REVIEW

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### **Center Support Tier Placement**

The Center Support application will request information that will address appropriate placement in the two-tiered center support framework that is documented in the policy paper and RFP [guidelines](#). Staff will review the application, clarify responses, if necessary, and indicate whether there is agreement between the applicant agency and staff in terms of their placement in the two-tiered framework. If there are action steps to be identified in order to meet the [specified](#) tier, those action steps will be documented and reported to the Conference Committee and Council and that language will be incorporated into the 2020 contract.

### **School-Age Child and Youth Programming**

City staff will review the proposed programs for each individual age group, and any associated funding redistribution. Program design will be reviewed for compliance with program structure requirements, alignment with MOST effective practices, and expected costs per participant. Staff may identify adjustments or required changes that would be addressed prior to contracting.

## **SECTION 3: PROPOSAL SUBMISSION REQUIREMENTS**

### **3.1 RESPONSE FORMAT**

1. Applicant agencies will utilize the provided application(s). The response to the RFP should be complete and comprehensive but succinct. Attachments or documents not specifically required should not be submitted.
2. **Proposal must be submitted by e-mail**, with the narrative in the Word format and the budget in the Excel Workbook format provided.

### **3.2 REQUIRED INFORMATION AND CONTENT OF PROPOSALS**

Please include only the required submittals specified below.

A. RFP Application forms

Available on the [Community Development Division Funding Opportunities Website](#)

B. Designation of Proprietary and Confidential Information – Attachment A

Complete the form included in this document, if applicable.

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**SECTION 4: GENERAL RFP ADMINISTRATIVE INFORMATION**

**4.1. POINT OF CONTACT**

The RFP contact identified below is the sole point of contact regarding the RFP from the date of release of the RFP until selection of the successful proposer.

Mary O'Donnell  
City of Madison Community Development Division  
Phone: 608-266-6520  
Email: [modonell@cityofmadison.com](mailto:modonell@cityofmadison.com)

All communications relating to this RFP must be directed to the designated contact for this RFP. All bidders, proposers, protestors or individuals acting on their behalf are hereby prohibited from attempting to persuade or influence any City agents, employees or any member of the relevant selection team, for or against a specific cause related to a pending solicitation, unless otherwise directed by the RFP contact.

**4.2. INQUIRIES AND CLARIFICATION OF SPECIFICATIONS**

Proposers shall carefully examine the bid and contract documents, correlate their observations with the RFP specifications, and exercise their own judgment as to the nature and scope of the work required. If applicable, visit the Department's website, [CDD Funding Opportunities](#). Consider federal, state and local laws and regulations that may affect cost, progress, performance or furnishing of the work.

Proposers shall immediately notify the RFP contact of any questions, exceptions, clarification of any ambiguity, error, conflict, discrepancy omission or other deficiency or additions they have concerning the RFP document. Failure to do so will be at bidder's own risk.

This RFP will serve as the basis for or will become part of the resulting agreement. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work under this contract as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the bidder to fulfill the requirements of the contract.

**4.3. CONTRACTING AGENCY**

The contract resulting from this RFP will be administered by Community Development Division, City of Madison.

**4.4. ADDENDA / OFFICIAL COMMUNICATION**

During the solicitation process for this RFP, all official communication between the City and proposers will be made via the [Community Development Division Funding Opportunities Website](#). The City will post such notices, which will include, but not be limited to, addenda for any modifications to administrative or performance requirements, clarifications to requirements, and the announcement of the apparent winning proposer(s). It shall be the responsibility of the proposers to regularly monitor this website for any such



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postings. Failure to retrieve such addenda and include their appropriate provisions in your response, may result in your proposal being disqualified.

**4.5. ORAL PRESENTATIONS / SITE VISITS / PRE-BID MEETINGS**

Proposers may be asked to attend pre-bid meetings, make oral presentations, or make their facilities available for a site inspection as part of this request for proposal process. Such presentations, meetings or site visits will be at the proposer's expense.

**4.6. ACCEPTANCE/REJECTION OF PROPOSALS**

1. The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any, and all, proposals responding to this invitation without indicating any reasons for such rejection(s).
2. The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

**4.7. INCURRING COSTS**

This request for proposals does not commit the City to award a contract, pay any costs incurred in preparation of proposals, or to procure or contract for services or equipment.

**4.8. PROPOSER QUALIFICATIONS**

The City of Madison may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such proposer fails to satisfy the City that the proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

**4.9. PROPOSAL CONTENT**

The evaluation and selection of a Contractor and the contract will be based on the information submitted in the vendor's proposal plus any additional information required. Additional information may include references, on-site visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

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Elaborate proposals (e.g. expensive artwork, news stories or letters of support) beyond information required to present a complete and effective proposal, are not necessary or desired. Information provided by the applicant in addition to the required proposal may not be considered in the evaluation of the proposal.

### **4.10. WITHDRAWAL OR REVISION OF PROPOSALS**

1. A proposer may, without prejudice, withdraw a proposal submitted at any point in the process by requesting such withdrawal in writing (email is sufficient) to the RFP contact.
2. Proposals may not be modified or altered after the deadline.

### **4.11. DESIGNATION OF PROPRIETARY INFORMATION**

Proposers are hereby notified that all information submitted in response to this RFP may be accessible to the public through the Community Development Division website and/or made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

1. All restrictions on the use or inspection of data contained within a proposal shall be requested prior to submission of the proposal itself. Written requests for confidentiality shall be submitted to the RFP contact by the proposer prior to the proposal submission date.
2. Requests shall use the following process:
  - Email or phone the RFP contact to discuss your concern.
  - Any information to be considered confidential or proprietary must clearly be stated on the attached "Designation of Confidential and Proprietary Information" form. (RFP Form E).
  - Any information to be considered confidential or proprietary must be separated from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.
  - Applicants may be asked to submit a written request for information to be considered confidential or proprietary. Provide specific information related to the claim for confidential and proprietary information including RFP section, page number, topic and specific concern that supports claim.
3. Allocation requests always become public information through the selection committee process. Information usually cannot be kept confidential unless it involves a trade secret as defined in S.134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.
4. Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s). However, the City cannot ensure

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that the information will not be subject to release if a request is made under applicable public records laws. The City will not provide advance notice to a proposer prior to release of any requested record.

5. The Selected Contractor agrees to hold the City harmless for any damages arising out of the release of any material unless they are specifically identified. In the event the designation of confidentiality of this information is challenged, the Selected Contractor also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and, further, agrees to hold the City harmless from any penalties, costs, damages and fees, including attorney's fees, awarded to the requestor and ordered to be paid by the City, in any such legal action.
6. To the extent permitted by law, it is the intention of the City to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of the City. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

**3.12. SAMPLE CONTRACT FOR PURCHASE OF SERVICES**

Proposers are responsible for reviewing this information on the CDD Funding Process website prior to submission of their bid. The Sample Contract for Purchase of Services shall serve as the basis of the contract resulting from this RFP. The terms of this template contract shall become contractual obligations following award of the RFP. By submitting a proposal, proposers affirm their willingness to enter into a contract containing these terms.

**3.13. CITY OF MADISON AND FEDERAL ADDITIONAL STANDARD TERMS AND CONDITIONS**

Proposers are responsible for reviewing this information on the [CDD Funding Process website](#) prior to submission of their bid. City of Madison Additional Standard Terms and Conditions are the minimum requirements for the submission of Proposals.

**3.14. PROPOSAL EVALUATION AND AWARD**

1. PRELIMINARY EVALUATION

Submitted proposals will be reviewed for completeness and compliance with RFP guidelines. All incomplete RFP submissions may be determined nonresponsive and removed from further consideration. To be considered complete, RFPs shall include all required submittals and shall be signed and dated. In the event that no submissions meet all of the RFP requirements, the City of Madison reserves the right to continue the evaluation of the proposals that most closely meet the requirements.

2. BEST AND FINAL OFFER

The designated Selection Committee may request best and final offers from one or more proposers determined to be reasonably susceptible to being selected for award for the

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purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. If best and final offers are requested, they will be evaluated against the stated criteria, scored and ranked. The City reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next highest scoring proposer.

4. CLARIFICATION OF PROPOSALS

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFP responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

5. PRICE AND/OR COST ANALYSIS

The City reserves the right to conduct a price and/or cost analysis to determine if the price is fair and reasonable. If only one responsive proposal is received, a detailed price and/or cost analysis may be requested of the single proposer. Proposers shall cooperate as needed with the City's efforts to perform said analyses.

6. NEGOTIATION

The City reserves the right to negotiate final fees and scope of services with the selected Contractor.

7. PROCESS

At any phase, the City reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.

9. RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next preferred proposer.

## ATTACHMENT A

### DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

1. Requests for confidentiality must be submitted prior to the proposal submission date to the City of Madison Purchasing Office.
2. Requests for confidentiality must use this designated form. Failure to include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to examination and copying. The City considers other markings of confidential in the bid/proposal document to be insufficient.
3. Any information to be considered confidential or proprietary must be separated and packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.

Prices always become public information when bids/proposals are opened or when negotiations have been completed and the contract has been awarded. Other information usually cannot be kept confidential unless it involves a trade secret as defined in S.134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

In the event the designation of confidentiality of this information is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and agrees to hold the City of Madison harmless for any costs or damages arising out of the City's agreeing to withhold the materials.

The attached material submitted in response to Bid/Proposal # \_\_\_\_\_ includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this bid/proposal response be treated as confidential material and not be released:

Section	Page No.	Topic	Specific law that supports confidentiality of information

Company Name \_\_\_\_\_

Enter Name: \_\_\_\_\_

By entering your initials in the box,  You are electronically signing your name and agreeing to the terms above.