

City of Madison
Community Development Division
in partnership with
Public Health Madison and Dane County

**REQUEST FOR
PROPOSALS
RFP #10020-2021**

**Violence Prevention and COVID Relief:
Community Safety-Direct Outreach
Program,
Middle School and Youth Employment
Program Expansion, and
Connection to Basic Needs**

Release Date: March 12, 2021

**Due Date: April 12, 2021
12:00 p.m., NOON**

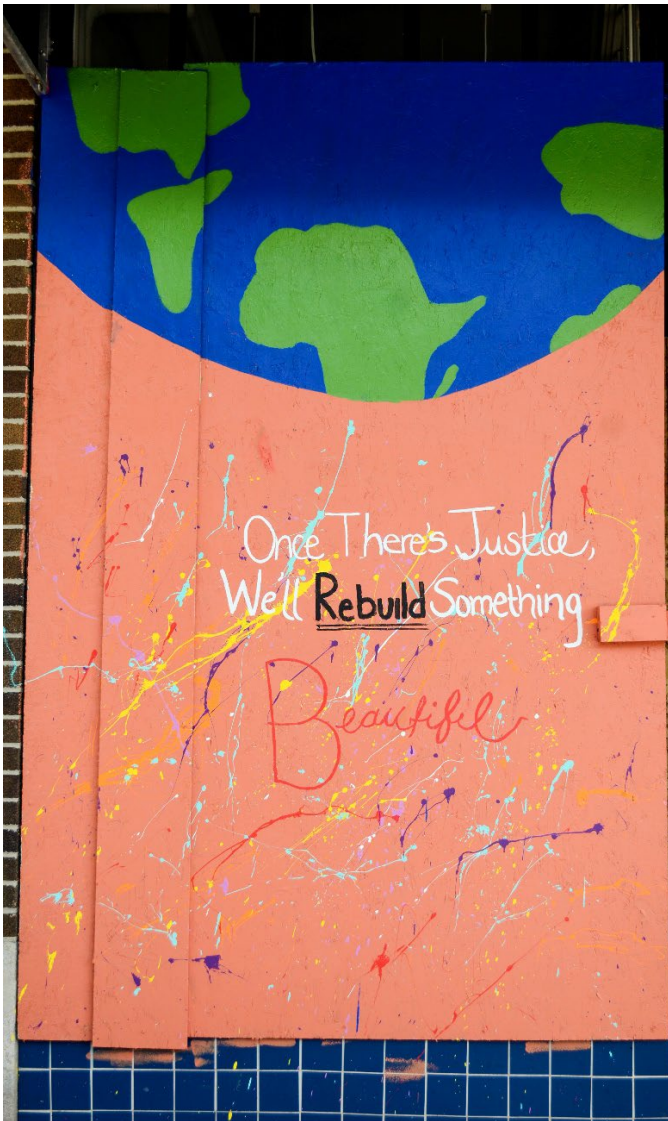


Table of Contents

SECTION	PAGE
RFP SUMMARY AND CALENDAR.....	3
BACKGROUND AND FUNDS AVAILABLE.....	4
SECTION 1. Scope of Work	
1.1 Community Safety-Direct Outreach Program.....	5
1.2 Middle School and Youth Employment Program Expansion.....	7
1.3 Basic Needs for Individuals and Families Impacted by Violence.....	10
SECTION 2. Proposal Submission Requirements.....	13
SECTION 3. General RFP Administrative Information.....	13

RFP SUMMARY

RFP NUMBER	RFP # 8838-2019														
RFP TITLE and SCOPE	Violence Prevention and COVID Relief : <ul style="list-style-type: none"> • Community Safety-Direct Outreach Program, • Middle School Program and Youth Employment Expansion, and • Connection to Basic Needs 														
DEADLINE FOR SUBMISSIONS	12:00 P.M. (NOON) CDT, Monday, April 12, 2021 Proposals received after the deadline will not be considered.														
FUNDS AVAILABLE:	Anticipated fund allocation: <ul style="list-style-type: none"> • Up to \$60,000 for planning and implementation of a Community Safety-Direct Outreach Program • A minimum of \$75,000 and up to \$175,000 for Youth Violence Prevention through Middle School Programs and Youth Employment Expansion • A minimum of \$75,000 and up to \$175,000 to help individuals and families impacted by violence meet basic needs 														
APPLICATION FORM	Available at: CDD Funding Opportunities Website														
E-MAIL PROPOSAL TO:	CDDapplications@cityofmadison.com All proposals must be submitted electronically. Include Violence Prevention and COVID Relief in subject line.														
DIRECT ALL INQUIRES TO:	Yolanda Shelton-Morris, Community Resources Manager City of Madison Community Development Division Email: yshelton-morris@cityofmadison.com														
RFP CALENDAR	<p>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.</p> <table border="1"> <thead> <tr> <th>Date</th><th>RFP Activity</th></tr> </thead> <tbody> <tr> <td>March 19, 2021 at 8:00 am March 23, 2021 at 1:00 pm</td><td>Application Workshops (Via Zoom)</td></tr> <tr> <td>April 8, 2021 at 4:30 pm</td><td>Please contact staff with questions on the RFP prior this time to allow time for a response</td></tr> <tr> <td>April 12, 2021 12:00 p.m. (CST)</td><td>DEADLINE FOR SUBMISSION OF PROPOSALS</td></tr> <tr> <td>April 28, 2021</td><td>Community Services Committee Recommendations</td></tr> <tr> <td>May 17, 2021</td><td>Common Council Action</td></tr> <tr> <td>June 1, 2021</td><td>Anticipated contract start date</td></tr> </tbody> </table>	Date	RFP Activity	March 19, 2021 at 8:00 am March 23, 2021 at 1:00 pm	Application Workshops (Via Zoom)	April 8, 2021 at 4:30 pm	Please contact staff with questions on the RFP prior this time to allow time for a response	April 12, 2021 12:00 p.m. (CST)	DEADLINE FOR SUBMISSION OF PROPOSALS	April 28, 2021	Community Services Committee Recommendations	May 17, 2021	Common Council Action	June 1, 2021	Anticipated contract start date
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Background:

The City's 2021 Adopted Operating Budget authorized a total of \$725,000 in the COVID Relief Fund, to be administered by the Community Development Division (CDD) to support community-directed responses to needs arising from the social and economic fallout from the pandemic. Prioritized use of these funds will include initiatives supporting community responses that help populations affected by COVID-19 connect to basic needs and support service gaps identified in the [Public Health Violence Prevention Plan](#). On January 19, 2021, the City Council approved the expenditure of \$500,000 of the COVID Relief Fund (RES-21-00042) for rental assistance. This RFP process will provide recommendations to the Council for the expenditure of the remaining \$225,000 in three distinct service areas:

- 1) Program Model Development and Implementation of a Community Safety-Direct Outreach Program
- 2) Youth Violence Prevention through Middle School Program and Youth Employment Expansion
- 3) Connections to Basic Needs for Individuals and Families Impacted by Violence

The funding process builds on the feedback and insights provided in the Public Health of Madison and Dane County's (PHMDC) newly-released [Violence Prevention Plan](#) as well as the objectives and strategic priorities for the CDD areas described in the FCI [CDD Funding Process Study](#). Responses that propose services focused on specific geographical areas such as [Neighborhood Resource Team](#) (NRT) areas or areas with similar demographics within the City of Madison; or to historically and current marginalized populations, are highly encouraged to apply.

Funds Available:

The City's 2021 Adopted Operating Budget authorizes \$225,000 for awards via this RFP in 2021. The CDD anticipates allocating these funds as follows:

- Up to \$60,000 for planning and implementation of a Community Safety-Direct Outreach Program
- A minimum of \$75,000 and up to \$175,000 for Youth Violence Prevention through Middle School Programs and Youth Employment Expansion
- A minimum of \$75,000 and up to \$175,000 to help individuals and families impacted by violence meet basic needs

Contracts will be developed after awards are finalized by the Common Council.

1.1 Community Safety-Direct Outreach Program

Purpose

The City recognizes that the COVID-19 pandemic has impacted violence and crime patterns in Madison. In conjunction with a public health approach, the City continues to seek models that can strengthen our approach to public safety and violence prevention. Some models that hold promise for success focus on mediating low level conflict, resolving disputes, and deescalating situations before they require law enforcement involvement. These programs typically have trained professionals and residents to perform these roles. Funds from this RFP will be available to support the development of a community safety—direct outreach program model, sometimes known as a community safety worker model, and program implementation in the City of Madison.

Funding will support one organization/agency that will take on an active and collaborative role in developing a comprehensive community safety-direct outreach program model complete with training, program deliverables, best practice standards, and evaluation principles in conjunction with Public Health Madison and Dane County (PHMDC). Funds will also be available to support program implementation. Preference will be given to proposals from organizations that demonstrate experience implementing a program like that described herein, and that are responsive to the RFP.

1. Required Program Structure

Funding will be awarded to an organization that demonstrates experience implementing a community-based program that uses trained residents to perform low-level and mid-level de-escalation or conflict resolution, and connect parties to resources that improve safety and well-being. In particular, strong proposals will demonstrate:

- (A) Experience providing or coordinating community-based de-escalation programming;
- (B) A clear description of that programming including its strengths and opportunities for improvement or expansion;
- (C) A proposed geographical area(s) in which the program will operate, and evidence of relationships with residents in those areas;
- (D) Existing connections to resources and supports that residents could be referred to; and
- (E) A detailed and realistic program budget.

2. Coordination and Resource Linkage

The City of Madison wishes to develop community-based capabilities in de-escalating low- and mid- level conflicts without the need for law enforcement intervention. Effective programs to develop and utilize such capabilities should have strong collaborative relationships with Public Health Madison and Dane County, human services systems, and other organizations that offer similar programming.

3. Measurements of Success

The City of Madison seeks standardized measures and outcomes for similar program models. Proposals offered funding should establish clear and measurable outcomes that address one or more of the following:

- Number of conflicts mediated or resolved

- Number and type of referrals
- Descriptions of specific assistance provided to involved parties
- Evidence of resident awareness of program
- Description of problems encountered and recommendations for program development

4. Award Criteria

Proposal Review Criteria	Points Available
I. Organizational Capacity	
A. Vision, values and goals align with those of CDD and PHMDC's Violence Prevention Plan	5
B. Organization demonstrates qualifications and experience in providing and/or coordinating community-based conflict de-escalation and resolution services; connections to the geographic area to be served.	15
C. Organization demonstrates cultural competency and a commitment to principles of racial equity and social justice; collaborates with the broader community; and demonstrates a commitment to engagement and adapting to the needs of its clients.	10
II. Description of Program Plan – Please note: Only existing programs are eligible to apply. New programs will not be considered.	
A. Description of existing program, including goals, objectives, timeline for implementation and how the timeline aligns with this funding period. There is a description of specific activities to be funded, expected outcomes, and the geographical region where the programming will be implemented.	10
B. Program approaches and activities are appropriate and culturally relevant. The design utilizes evidence-based promising practices and includes mention of how the program can be adapted to incorporate emerging best practice.	10
C. The organization describes plans for sustaining the program past this funding opportunity.	5
D. Clear process for documenting outreach; that includes description of what information is collected from residents, and how that information is stored.	5
E. Collaboration and coordination with community safety-direct outreach and/or organizations engaged in violence prevention is evident.	5
F. Program provides resource linkage that benefits participants and their families.	5
IV. Description of Collaboration with Public Health Madison and Dane County	
A. Overview of current program successes and identified opportunities for program improvement	10
B. A statement of confirmation that the organization can commit to minimum of four (4) hours per month for the duration of the contract to work directly with Public Health Madison and Dane County to develop a comprehensive community safety-direct outreach program model. Example statement: (Insert Organization Name) will commit to working with Public Health Madison and Dane County to develop a comprehensive community safety-direct outreach program model, for a minimum of four hours per week.	Required
V. Budget	
A. Budget is reasonable and appropriate to scope of program, and staff wages are adequate. The organizational budget indicates a variety of funding sources and appropriate fundraising goals.	10
B. Budget includes breakdown of how the funding will be used for program implementation and to help cover cost associated with aiding in the development of the program model.	10
TOTAL	100

1.2 Youth Violence Prevention through Middle School and Youth Employment Program Expansion

Purpose

The City recognizes that low-income youth and youth of color have been disproportionately impacted during these challenging times. The situation created by COVID-19 has presented a very different set of needs for youth. Social isolation has led to increased mental health concerns such as anxiety and depression. Unemployment, community disruption and other stresses have added challenges and fueled conflict, sometimes ending in violence. Virtual engagement and current resources do not adequately address youths' day-to-day social and emotional needs. This RFP offers a short term opportunity for existing middle school and youth employment programs to expand to address these needs.

1. Required Program Structure

A. Middle School Youth Program Expansion

Middle school youth programs that meet, [Madison Out-of-School Time Effective Practices](#) requirements will help our community support social emotional learning, physical and mental health, cognitive development and strong relationships with family and the community necessary for positive youth development.

Funding through this RFP is only available to organizations with existing programs that propose an expansion through the addition of participants, staff positions or locations of a current programs. Eligible organizations include both current City funded programs, as well as programs operating through other funding sources.

In an effort to promote activities that provide space for social distancing and support a positive atmosphere in Madison Parks, preference will be given to applicants with programming that utilizes City of Madison's parks. Of particular interest is those parks that are in close proximity to low-income communities, marginalized communities, and/or neighborhoods covered by [Neighborhood Resource Teams](#).

Age Group	Program Type	MINIMUM REQUIREMENTS				
		Program Frequency	Program Hours	Annual Duration	Adult to Youth Ratios	Average Attendance
Middle School	Topical, Skill or Population focus	2 times per month	2 hrs per program day	38 weeks	1 to 10	10
Middle 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

Contracts with funded programs will include standardized expectations related to quality and program structure while allowing for increased flexibility for fund allocation within programming for middle school age groups.

B. Youth Employment Program Expansion

The City of Madison Youth Employment Initiative seeks to increase paid internship and/or employment opportunities for youth who face barriers to gaining work experience and are being left behind during a difficult employment economy.

Funding through this RFP is only available to organizations with existing programs that propose an expansion through the addition of participants, staff positions or locations of a current programs. Eligible organizations include both current City funded programs, as well as programs operating through other funding sources.

YOUTH EMPLOYMENT SERVICES CONTINUUM – Violence Prevention & COVID Relief Funds Program Expansion	
14 – 17 years	Supported community based service learning work crews
14 - 17 years	Placement in a supported work environment with a specific mission to provide jobs or paid internship opportunity
15 – 18 years	Pre-employment training that leads to placement in a private business committed to supporting youth experiencing barriers to employment (can include subsidized wage for youth)

The intention of the City of Madison youth employment initiative is to coordinate City funding for youth employment through a collaborative network of service providers with standardized, not centralized, shared procedures for youth who face multiple barriers to employment due to economic and/or racial disparities with a focus on youth living in Madison’s most challenged neighborhoods and youth who have been left out due to current economic situation.

2. Coordination and Resource Linkage

Out-of-school time (OST) and youth employment programs funded by the City must develop and maintain strong collaborative relationships with schools, post-secondary educational institutions, private business, MOST, municipal court, juvenile justice, and human services systems. In addition, successful OST and youth employment programs help connect children, youth, and their families to appropriate resources and coordinate needed services with community-based organizations and other youth program providers. The City also supports the goals identified by MMSD’s Personalized Pathways, the Workforce Development Board of South Central Wisconsin, Madison College, and business initiatives to align support services for youth.

3. Program Goals and Outcomes

The City of Madison supports standardized outcomes for similar program models. Funded programs should have clear objectives that include at least two of the following measurable skills, behaviors, knowledge or perception:

- Social-emotional competency and enhanced life skills
- Sense of belonging to community and/or school
- Academic achievement
- Involvement in risky behaviors
- Transferable employability skills
- School credit attainment through work-based learning
- Youth Leadership and Employability Skills Certificates
- College and career planning skills

Distribution of funds will be determined by the quality of proposals and distribution of programs across the desired service continuums, demographic groups and geographically across the city.

4. Award Criteria:

Middle School and Youth Employment Program Expansion Proposal Review Criteria		Points Available
I. Organizational Capacity		
A. History, mission, vision, values and long term goals align with CDD's goals; and the Organization is experienced and qualified to provide high quality youth programming to the proposed population.		5
B. Organization focuses on racial equity and social justice; collaborates with the broader community; and demonstrates a commitment to engagement and adapting to the needs of the youth served.		5
II. Proposed Program(s) Expansion – Must be an existing program that will add participants, staff or locations to current program plan.		
A. Program serves the population identified in the RFP guidelines and addresses barriers to participation if recruiting additional participants.		15
B. Program activities are developmentally appropriate, culturally relevant, and fit the program design; proposed structure, schedule and staffing meet the RFP's requirements; and the design utilizes evidence-based promising practices. If relevant, program expansion activities and/or location(s) are identified		15
C. Community engagement is evident in the proposed program.		5
D. Collaboration and coordination with relevant youth stakeholders is evident.		5
E. Clear connection between the proposed programming and at least one program outcome.		5
III. Budget		
A. Budget is reasonable and appropriate to scope of program, and staff wages are adequate.		10
TOTAL		65

1.3 Basic Needs for Individuals and Families Impacted by Violence

Purpose

The COVID-19 pandemic has added to the economic and social challenges faced by some of Madison's most vulnerable residents and, in many cases, has strained community connections and made more difficult the delivery of assistance. Unemployment, business disruption, virtual schooling and other stresses have added challenges and fueled conflict, sometimes ending in violence. The City recognizes that marginalized communities, including low income individuals and families, particularly those affected by violence, have been further impacted. This RFP offers a short term opportunity for resources to help individuals and families impacted by violence to meet basic needs.

Funds will be awarded to qualified organizations with knowledge of and experience in navigating systems that help meet basic needs. Qualified organizations will also have existing partnerships and staff they can leverage to gain access to available resources.

1. Required program structure:

Funding will support proposals that serve households disproportionately impacted by the pandemic and violence. The City seeks to fund programs that have a proven track record of connecting City of Madison residents to resources that help meet basic needs by providing system navigation assistance and advocacy as well as access to financial assistance for utilities, food, school supplies and other needs identified by program participants. In particular, funding recommendations will prioritize programs that have:

(A) A strong history of working with City residents who have been impacted by violence;

(B) Existing agency and staff with connections to families of young adults who would benefit from basic needs assistance; and

(C) A detailed and realistic program budget

2. Coordination and Resource Linkage

The City of Madison supports efforts to build a comprehensive system of support for low-income families and families impacted by violence. Through this pandemic, many entities have come together around coalitions or consortiums. Successful applicants will be those that demonstrate they are connected to specific communities, geographic areas, and have existing collaborations with key stakeholders.

3. Measurements of success

The goal of this support is to alleviate individual and family crises, and move towards household stability. Success will be measured by:

- Number of individuals served who were impacted by violence
- Number and type of referrals
- Descriptions of the specific assistance provided
- Descriptions of impact of assistance provided on household stability

4. Award Criteria

Proposals will be measured by the extent to which they (1) authentically connect with the family systems and individuals who have been impacted by violence; and (2) have a current system and staff actively doing case managing and triaging basic needs assistance to support individuals and families with children. Total scores will

contribute to the discussion on funding recommendations. Application scores, program types, target populations and geographic distribution will be taken into account.

	Basic Needs for Individuals and Families Impacted by Violence Proposal Review Criteria	Points Available
1	Extent to which the program proposal demonstrates current experience and ability to carry out the proposed program with families and individuals who have been impacted by violence.	10
2	Extent to which the proposal clearly the ability to authentically engage with and provide basic needs support to individuals and families impacted by violence.	10
3	Organization focuses on racial equity and social justice; collaborates with the broader community; and has demonstrated a commitment to engagement and adapting to the needs of the people served.	10
4	Extent to which the proposal includes a complete budget and demonstrates program, project or activity can be completed in the calendar year or that a reasonable sustainability plan is in place.	10
TOTAL		40

1.4 Eligibility:

- 1) Funds are available to support only currently existing programs, projects, or activities that will entirely, or primarily, benefit residents in the City of Madison.
- 2) Eligibility is limited to CBO's that have obtained tax exempt status under 26 USC §501(c)(3). Please see the Fiscal Agent packet available on the Funding Process website for more information. Organizations 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.
- 3) Eligible expenditures include those for stipends or youth wages, staffing, program operations, equipment and supplies. Capital expenditures, are not eligible e.g., costs related to purchases of vehicles or property. All awarded funds must be utilized by December 31, 2021. Expenses incurred after that date will not be reimbursed.

1.5 Application:

All documents-related information including the required application form, the Fiscal Agent Information packet and form, additional information on contracting requirements, and updated timelines are available on the [City of Madison Community Development Division Funding Opportunities website](#). If an applicant is not a 501(c)(3) organization it must identify a fiscal agent with which it will partner and complete and submit the [Fiscal Agent Roles and Responsibilities](#) form to the COVID Relief Funds applications mailbox, by the application due date. Fiscal agents will be required to meet with City staff. 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 reviewers or committee members, or considered in the evaluation of proposals.

Submit your proposal to by **12:00 noon on Friday April 12, 2021**. *Please note that proposals are time stamped electronically as they are received, not when they are sent. . In the interest of fairness to all, any proposals received and stamped after 12:00 p.m. will not be accepted. No exceptions will be made.*

1.6 Timeline and Contact Information:

E-MAIL PROPOSAL TO:	CDDapplications@cityofmadison.com Please include CDD Violence Prevention and COVID Relief in email subject line.														
DIRECT ALL INQUIRES TO:	Yolanda Shelton-Morris, Community Resources Manager City of Madison Community Development Division Email: yshelton-morris@cityofmadison.com														
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1.7 Contract and Reporting:

All allocated funds will be administered through the City of Madison, Community Development Division. Funded agencies will be required to submit a final program and expense report. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. City purchases of service contracts include requirements regarding nondiscrimination, consideration of vulnerable populations, Affirmative Action, and mandatory insurance coverage. If you have any questions about these requirements or processes, please contact the Community Development Division at 266-6520 or program specific staff listed on the [CDD Funding Opportunities website](#).

SECTION 2: PROPOSAL SUBMISSION REQUIREMENTS

2.1 Response Format

1. Applicant agencies will utilize the provided application documents. The response to the RFP should be complete and comprehensive but succinct. Attachments or documents not specifically required should not be submitted.
2. **Proposal materials must be submitted by e-mail.**

2.2 Required Information and Content of Proposals

Please include only the required submittals specified below. Additional materials will not be accepted.

- A. [RFP Application forms](#)
Available on the [Community Development Division Funding Opportunities Website](#)
- B. [Fiscal Agent Form](#)
Complete the form if applicable.

SECTION 3: GENERAL RFP ADMINISTRATIVE INFORMATION

3.1. 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.

Yolanda Shelton-Morris-, Community Resources Manager
City of Madison Community Development Division
Email: yshelton-morris@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.

3.2. 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.

3.3. Contracting Agency

Community Development Division, City of Madison, will administer the contract resulting from this RFP.

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

3.5. 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.

3.6. 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.

3.7. 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.

3.8. 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.

3.9. 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.

Elaborate proposals (e.g. expensive artwork, news stories, 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.

3.10. 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.

3.11. Sample Contract Documents

A sample CDD Purchase of service Contract is available on the [CDD Funding Opportunities](#) website.

3.12. 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 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.

3.13. Sample Contract for Purchase of Services (Attachment B)

Proposers are responsible for reviewing this attachment 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.

3.14. City of Madison Additional Standard Terms and Conditions (Attachment C)

Proposers are responsible for reviewing this attachment prior to submission of their proposal. City of Madison Additional Standard Terms and Conditions are the minimum requirements for the submission of Proposals.

3.15. 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. PROPOSAL EVALUATIONS, INTERVIEWS AND/OR SITE VISITS

The City's designated RFP Selection Committee will make the final selection and recommendation following the evaluation of the proposals which may include presentations, site visits and interviews, if deemed necessary, with some or all of the proposers. However, the City may make preliminary selection(s) on the basis of the original proposals only, without negotiation, interviews and/or site visits with any proposers. If presentations, interviews and/or site visits are conducted, the Selection Committee may choose to assign additional points for these processes or re-evaluate, re-rate and/or re-rank the finalists' proposals based upon the written documents submitted and any clarifications offered in the interviews.

3. 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 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.

8. COMMUNICATION WITH SELECTION COMMITTEE

Proposers may not contact members of the Selection Committee at anytime during the evaluation process, except at the City of Madison CDD request.

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.