

Request for Proposals

Community Outreach and Engagement Support for PA CareerLink® Philadelphia

Release Date: January 3, 2023

Proposals Due: Submissions will be accepted until January 30, 2023, at 5PM ET

Virtual Bidders Conference Date: January 17, 2023, at 12PM ET

Registration link available on the Philadelphia Works Inc website.

Submission Details

Applications must be submitted electronically, with the subject line “Community Outreach Support for PA CareerLink® Philadelphia” to the contact listed below:

Contact: Marcus Hall, Director, Workforce Operations

E-mail: workforceoperationsrfp@philaworks.org

Introduction

Philadelphia Works, Inc., the city's workforce development board, is a non-profit, quasi-public organization serving employers and connecting career seekers to employment and training opportunities. We invest public resources in a variety of workforce solutions that drive economic growth, influence the public workforce policies, and optimize funding and resources to build a skilled and thriving workforce. For more information, please visit our [website](#).

A. Background and Purpose

Philadelphia Works, Inc. (PhilaWorks) announces the release of funding to organizations interested in providing person-to-person neighborhood outreach services to increase customer engagement in PA CareerLink® Philadelphia system. These services should be focused on outreach to Philadelphia neighborhoods and communities experiencing chronic unemployment and underemployment.

As Philadelphia's local workforce board, PhilaWorks, has a unique role in utilizing quality employment opportunities to impact persistent challenges in the city. Data has shown that zip codes with high levels of gun violence are predominantly Black or Hispanic and have high levels of chronic unemployment among men and boys. According to the Philadelphia Department of Health², job programs for Black and Hispanic/Latinx youth and young adults may decrease social disadvantage and may prevent gun violence.

PhilaWorks is committed to ensuring that every career seeker has the resources and skills needed to access and participate in trainings that will allow them a pathway to a career. Services funded via this proposal is designed to plan and execute a creative outreach plan that raises awareness for these opportunities that exist at each PA CareerLink® Philadelphia center.

Note that this RFP is divided by region, organized by zip codes with highest rates of chronic unemployment. Philadelphia Works, Inc. seeks to identify a provider who can design and coordinate a community outreach campaign, empowering residents of high need neighborhoods to take advantage of PA CareerLink® center resources. Applicants can choose to develop and execute an engagement plan for any or all Philadelphia-metro specific area(s); with stronger consideration applied to applicants with a focus on area(s) identified below.

Any content or materials produced as part of this engagement must adhere to branding standards established by the PA Department of Labor & Industry pertaining to the PA CareerLink® Style Guide and the Stevens Amendment. All outreach material must be ADA compliant.

The Community Outreach and Engagement Support for PA CareerLink Philadelphia RFP is supported by the U.S. Department of Labor and the U.S. Department of Health & Human Services. A total of \$300,000, or 100% percent of Community Outreach and Engagement Support for PA CareerLink Philadelphia Request for Proposal is financed with federal funds.

B. Communities of Focus

PhilaWorks has reviewed internal and external data that identifies high levels of chronic unemployment and economic displacement in the city. We have identified these as areas of focus for this RFP. Outreach efforts are not limited to the zip codes recognized below; strong consideration will be given to applications that specifically has experience serving areas identified.

- 1. North Philadelphia:** 19150, 19138, 19126, 19141, 19124, 19134, 19133

2. **West Philadelphia:** 19131, 19139, 19121, 19132
3. **Southwest Philadelphia:** 19142, 19153, 19143

C. RFP Description

Contractor will be responsible for surveying the existing services offered in PA CareerLink® Philadelphia to be proficient in program offerings. The Contractor should be prepared to utilize data available via PhilaWorks Research and Data, PA CareerLink® staff, State and Federal information to design an outreach campaign, with support from PhilaWorks . Contractor will create an outreach plan that incorporates a strategy that addresses common challenges community members may have accessing PA CareerLink® resources. Contractor will utilize multiple tools, locations and distribution methods to inform residents that can be reinforced via established relationships with local leaders and community supports.

Contractor will be responsible for executing the outreach plan. The outreach attempts should be centered around person-to-person engagement with tools and resources tailored to the accessibility needs of the community. This engagement should aim to increase the number of customers utilizing PA CareerLink® Philadelphia resources such as job placement, training and education services, and use of supportive services.

D. Who is Eligible to Apply?

Proposals will be accepted from any private for-profit agency, private non-profit organization, government agency, or educational institution that can demonstrate the capacity to successfully provide the services identified in this RFP. The RFP process is open to both current Philadelphia Works, Inc. contractors, as well as qualified organizations that have not previously contracted with Philadelphia Works¹. Proposals that sub-contract more than ten percent of the program administrative services will not be reviewed. **Submissions will be accepted through Monday, January 30, 2023, at 5PM ET, contingent upon the availability of funds.**

Organizations must demonstrate a track record in providing relevant work that includes community engagement, outreach activities, and/or collaborating with community-based organizations. Please note that organizations or individuals with selected proposals may be required to work with PA CareerLink® Philadelphia Integrated Service centers, PA CareerLink® Philadelphia contractors, and employer partners to create, coordinate and execute a thorough, data-drive understanding of the designed community outreach field plan.

Applicants must be in good financial standing and may not have been declared ineligible by the federal or state governments for funding. Applicants who can show they have established programs and presence with the community will be given priority.

The selected provider will be required to supply evidence of appropriate licenses, insurance, relevant internal procedures, data security and financial controls, prior to contract execution. Philadelphia Works, in soliciting requests for proposals, shall not discriminate against any person or organization submitting a response pursuant to this Request for Proposal because of race, color, creed, religion, sex, sexual orientation, age, disability, ethnic group, national origin, or other basis prohibited by law.

¹ Current contractors should not apply to increase funding for active Fiscal Year 2021 programs.

E. Contract Period

Contracts awarded will be negotiated based up service needs for up to 6 - 12 months. Contract extensions are at the discretion of Philadelphia Works, Inc. dependent on each provider's ability to meet defined benchmarks and performance outcomes, changes in legislation, changes in the program design, and/or continued funding.

Selected providers must be ready to begin full operations of the project, there will not be start-up funding included in this contract period.

Availability and Awarding of Funding

Philadelphia Works requests that proposers submit a reasonable and detailed budget for this Request outlining the proposed costs, ensuring that each cost are in line with the scope of this proposal. Funding for this project is contingent upon the availability of funds.

Administrative costs can be added to the budget at a rate of 10% of the programmatic costs. Philadelphia Works, Inc. reserves the right to negotiate the costs of all services upon award selection.

The payment structure for all awarded funds will be cost reimbursement. Providers must seek approval from Philadelphia Works, Inc. for costs associated with this contract. Selected providers must track, and document all costs necessary to operate their program and submit these to Philadelphia Works, Inc. on a monthly basis. Provider will be paid based on meeting mutually agreed upon deliverables.

Section I: Scope and Service Requirements

The selected organization(s) will utilize data available via PhilaWorks Research and Data, PA CareerLink® staff, State and Federal information to design and execute an outreach campaign, with support from PhilaWorks Communications department. The selected organization(s) will be expected to coordinate efforts with Philadelphia Works, Inc., and PA CareerLink® Philadelphia center staff throughout the duration of the contract.

Applicants may apply to conduct outreach to all or a specific community in the city. As noted above, strong consideration will be given to applications that has experience and/or focuses on engaging neighborhoods with highest chronic unemployment rates.

The Philadelphia communities experiencing the highest rates of chronic unemployment include:

North Philadelphia:

- 19140
- 19144
- 19126
- 19141
- 19124
- 19134

West Philadelphia:

- 19131
- 19139
- 19121

- 19132

Southwest:

- 19142
- 19143
- 19153

Outreach efforts are not limited to the zip codes recognized below; strong consideration will be given to applications that specifically has experience serving neighborhoods included in these zip codes.

The outreach plan should include actionable and achievable steps that lead to increased engagement and overall relationship building among PA CareerLink® Philadelphia centers and the communities they serve. Performance metrics for outreach will be informed by the plan; examples of quantifiable metrics included but are not limited to:

1. The number of people reached
2. The conversion rate from prospects to leads or customers
3. The number of unique visitors who visit a center on a specific day, week, and/or month
4. The average engagement time at a specific site
5. The percentage of community members who visit and return within a specific timeframe

Deliverables:

The selected organization should be prepared to complete and deliver the following during the contract term:

Creation and Execution of Outreach Plan:

- Assess outreach materials in circulation that support the PA CareerLink® system
- Clear strategy to inform residents about the resources available at PA CareerLink® centers
- Recommended outreach and communication improvements should be made to Philadelphia Works in partnership with the Director of Workforce Operations and the Director of Communications throughout the term of the contract, which may include observations in services and staff roles.
- Ongoing planning and meetings with Philadelphia Works and PA CareerLink® Philadelphia to solidify goals, milestones, and define success.
- Timeline for executing the Implementation Plan that serves to consult Philadelphia Works, Inc. and build staff capacity in PA CareerLink® Philadelphia in anticipation of increased traffic.
- Ongoing planning and meetings with Philadelphia Works and PA CareerLink® Philadelphia to create timeline, checkpoints, and budget for project.

Note that each deliverable will have a due date and must be submitted to Philadelphia Works for review and approval prior to implementation.

A. Staffing Responsibilities, Initial and Ongoing Training and Support to All Staff

The appropriate staffing plan is necessary to manage the program requirements as well as the programmatic, administrative, and executive functions. Key responsibilities include but are not limited to the following: contract administration; tracking expenses and preparing monthly invoices; development

and implementation of outreach and engagement strategy. Providers must have the capacity and infrastructure to support all functions of funding regulations and expectations. The Provider will be responsible for hiring, onboarding, and training new staff as needed for the program, and ensuring staff attend Philadelphia Works, Inc. hosted training sessions.

Section II: Responding to the RFP and Application Process

A. RFP Questions

Questions regarding this RFP should be submitted to workforceoperationsrfp@philaworks.org. Answers to questions if submitted will be posted on-line at [Philadelphia Works, Inc. - Procurement Opportunities](#). Answers will be posted every three days by 6PM ET. Questions can be submitted to Philadelphia Works, Inc. until 5PM ET on Monday, January 23, 2022.

B. Proposal Responses and Submission

Requests are accepted and will be reviewed and evaluated by Philadelphia Works through **Monday, January 30, 2023, at 5PM ET**. Please complete the Request for Proposals – Submission Form below, providing the required information and attachments. Submitted proposals must consist of one PDF document per attachment (up to 4 total).

Submission to this RFP should be sent to workforceoperationsrfp@philaworks.org. Applicants must follow the procedures outlined in this RFP. The RFP is available at [Philadelphia Works, Inc. - Procurement Opportunities](#). Hard copies of this RFP will be available upon request by e-mailing workforceoperationsrfp@philaworks.org.

Submitted proposals must consist of all components and attachments as outlined below:

- Request for Proposals - Submission Form with additional pages if necessary
- Attachment 1: Line-Item Budget and Narrative
- Attachment 2: Audited Financials

Strong proposals will demonstrate a full understanding of the requirements described throughout this RFP and establish the capacity, expertise, and program design needed to meet the required standards and goals. No incomplete, faxed, or hard copy applications will be accepted. Submissions that do not follow the required format may not be reviewed. Philadelphia Works, Inc. will review each request and notify organizations of approval or disapproval.

C. Evaluation of Submissions

A three-phase evaluation system will be used to rate each proposal. The evaluation system is designed to convert to a numeric score between zero through one hundred. Organizations submitting proposals will be independently assessed for their plan to provide services, reporting and cost requirements; and fulfill financial responsibilities. Any organization that does not have the capacity will be disqualified from consideration for the final award.

1. Completeness

Submissions will be initially reviewed to verify that they are complete and consistent with the guidelines set forth in this RFP. If any section of your response is missing or illegible it will be considered non-responsive and will not be reviewed.

2. Fiscal Review

Following the initial review, the organization and proposed budget will be reviewed for capacity and compliance with the proposed workplan. Additional financial documentation may be required dependent upon the final decision of Philadelphia Works.

3. Programmatic Review

Concurrent with the fiscal review, submissions will be evaluated based on the quality of the services being provided as demonstrated through the narrative section of this RFP. The elements identified in the RFP are not all-inclusive, therefore other aspects of the submissions and budgets may be reviewed during the selection process.

REQUEST FOR PROPOSALS – SUBMISSION FORM

Use no more than two additional separate sheets if the space provided below is insufficient.

1. Organization Name:	2. Date of Request:
3. Organization Address:	4. Program Address (if different from organization):
5. Federal Tax ID (organization or legal entity):	6. Current Philadelphia Works, Inc. contractor: <input type="checkbox"/> Yes <input type="checkbox"/> No
7. Contact person (name and title):	8. Contract signatory (name and title):
7a. Contact phone:	8a. Signatory phone:
7b. Contact email:	8b. Signatory email:
9. Project Title:	10. Amount Requested: \$

11. Narrative, Part I - Describe the need and the organization’s experience in the community.
At a minimum, describe: (1) The geographic area(s) to be served; and (2) The participants who will be served with these funds, describe the target group(s) to be served.

12. Narrative, Part II - Describe the plan for services.
At a minimum, describe: (1) What the organization plans to do if awarded; (2) The activities or services that will be provided if the funds are awarded; (3) The plan to distribute and document the issuance of supportive services;

APPLICANT’S CERTIFICATION

I certify that all the information provided in this application is both complete and accurate to the best of my knowledge. I also understand that if selected as a provider, I will be required to submit further detailed program and budget information.

 Authorized Agency Representative Signature & Title

 Date

ATTACHMENT 1: LINE-ITEM BUDGET		
Organization Name:		
Project Title:		
EXPENSE ITEM	COST / EXPENSE	COST DESCRIPTION
ADMINISTRATION - Cost Category=Admin²		
Admin Staffing		
Staff Salaries		<i>Refer to Next Page</i>
Fringe Benefits		
Admin Operating Expenses		
Communications (Telephone, Postage, Internet, etc.)		
Facilities – Rent		
Facilities – Maintenance & Utilities		
Insurances		
Other Admin Operational Expenses		
Staff Travel		
Audit & Payroll Services		
Supplies (Office Supplies & Consumable Supplies)		
Admin Indirect Costs ⁶		
Other Admin Expenses (please list):		
ADMIN SUBTOTAL	\$	
PROGRAM SERVICES - Cost Category=Program		
Program Staffing		
Staff Salaries		<i>Refer to Next Page</i>
Fringe Benefits		
Staff Travel		
Program Service & Costs for Participants		
Office & Consumable Supplies		
Other Program Expenses (please list):		
PROGRAM SUBTOTAL	\$	
PROJECT TOTAL	\$	

ATTACHMENT 1: LINE-ITEM BUDGET - STAFF SALARIES COST DESCRIPTION					
Please provide the following detail about staff that you plan to charge to this grant if awarded – add additional lines as needed.					
ADMINISTRATIVE STAFF					
Position Title	Annual Salary	# of Positions	# of Months Charged to the Grant	% of Time Charged to the Grant	Total Amount Charged to the Grant

² The total of Administrative **cannot exceed 10%** of the project total. Indirect Costs are only allowed as an administrative expense and organizations must have a current, federally approved Indirect Rate Agreement. Profit is only allowable as an administrative cost.

ATTACHMENT 1: BUDGET NARRATIVE

Please provide brief descriptions (no more than 150 words) per item below.

Provide detail about your organization's cost allocation method if expenditures are not one hundred percent directly charged to this grant. Attach a separate copy of your cost allocation plan if appropriate.

ATTACHMENT 2: AUDITED FINANCIAL STATEMENTS

All applicants must attach a copy of the following:

Most recent Audited Financial Statements performed in compliance with *Government Auditing Standards* (i.e., Single Audit or a program/yellow book audit).

The audit report should include the following:

- Report on Internal Control Over Financial Reporting on Compliance and Other Matters
- Report on Compliance with Requirements Applicable to Each Major Program and on Internal Control over Compliance
- Statements of Financial Position, Activities and Changes in Net Assets and Cash Flows.
- The sign-off date of the audit and all disclosures (footnotes)

Responders must also provide a copy of the organization's management/strategic plan which must also include an allocation of expenses, processes, and trends.