

**REO – Young Adult Program  
Request for Proposal  
RE: Program Technical Assistance, Workforce Development  
Curriculum and Workshops, & Marketing Design, Service and  
Materials**

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Attachment A: Cover Form

## **A. Background Information**

It's My Community Initiative (IMCI) received a grant from the U.S. Department of Labor Education and Training Administration to provide services to young adults who have been convicted and sentenced to prison and who are preparing to reenter society. The period of performance for the grant is July 1, 2017 to June 30, 2020 serving 188 young adults during a 24 month service period. The requirements for eligibility in the program are as follows:

- Be 18-24 years of age or older
- Have never been convicted of a sex crime other than prostitution;
- Was either previously incarcerated and *released within 180 days*; or
- Is currently involved or has been involved with the juvenile or adult justice system, which includes: previously incarcerated; under the supervision of the justice system, either in out-of-home placements, on probation, or on parole; under an alternative sentence by the justice system; or under a diversion program as an alternative to prosecution
- Reside in one of the following zip codes: 73102, 73103, 73104, 73105, 73106, 73107, 73108, 73109, 73110, 73111, 73112, 73115, 73117, 73118, 73119, 73122, 73127, 73129, 73084, 73135, 73141, and 73149

The REO-Young Adults program blends evidence-based practices and research-based service delivery components with workforce system input, labor market considerations, and lessons learned from the successful execution of two previous DOL Reentry Projects. Several services are combined to form a framework for success, including: intensive case management; employment-focused services; industry-recognized certificate trainings and educational opportunities; and workplace readiness and supportive services, including group and individual mentoring and referrals to service partners. Established partners offer effective solutions related to legal issues, housing, mental health services, family reunification, and substance abuse treatment. Collectively, this pre- and post-release safety net will result in the successful placement and retention of individuals in education, training, and employment opportunities; the receipt of education and industry-recognized credentials (IRC) to create a workplace advantage; and a positive impact on the wages and recidivism rate of participating young adult ex-offenders.

The overall goal of the program is to assist participants with obtaining industry-recognized certificate or degree trainings with the purpose of gaining meaningful employment to reduce the likelihood of recidivism. To achieve these overall goals, IMCI seeks qualified contractor(s) to provide an array of services in three areas:

- Technical assistance for program design and implementation with ongoing consulting and quality improvement recommendations
- Curriculum development and design for participants focused on the areas of:
  - Reintegration into society
  - Preparing to enter the workforce
  - Obtaining and maintaining employment

- Development of marketing materials for outreach and recruitment as well as materials for participant education

The objective of this Request for Proposal is to locate a contractor(s) that will provide the best overall value to the IMCI's REO-Young Adult program in each of the above stated areas. While price is a significant factor, other criteria will form the basis of the award decision, as more fully described in each section's evaluation criteria below.

### **B. Submission Guidelines and Requirements:**

Bidders do not have to bid on all three sections. Each section will be scored individually. Therefore, a bidder can choose to respond to all three sections, two sections, or just one section. Limit each section response to five (5) pages double spaced 12pt font. Attachments of pertinent documents such as a budget, resume, or other materials as relevant are not included in this page count.

Bidders' proposal for each section should include the following (as well as the other requirements stated in each section):

- The bidder's name and a summary of the organization's overall experience with emphasis on the type of work proposed
- Resumes of relevant staff
- Bidder's capacity for adding this project to its already existing workload
- A budget including all fees and costs

Please complete and submit the enclosed cover form as part of the proposal. This form must be signed by the bidder's authorized agent who is capable of entering into agreements on behalf of the organization.

Proposals must be received no later than Friday, August 31, 2017 at 10:00am and may be sent to the attention of Blair Schoeb, Senior Program Manager, IMCI, 3 East Main, Oklahoma City, OK, 73104, or by email to [blair.schoeb@itsmycommunity.org](mailto:blair.schoeb@itsmycommunity.org). There will not be a bidder's conference. In lieu of a formal bidders conference applicants are encouraged to send any questions regarding this Request for Proposal to Mr. Schoeb no later than 5 p.m. on August 24, 2017. If you would like to receive the questions and answers provided please email [blair.schoeb@itsmycommunity.org](mailto:blair.schoeb@itsmycommunity.org) by 5 p.m. on August 24, 2017.

This procurement action is done in accordance and compliance with the requirements found in the Uniform Guidance 2 C.F.R. § 200.317-326 and the corresponding relevant sections listed therein. Bidders will not be eligible to receive an award under this procurement action if the bidder is debarred, suspended, or otherwise excluded from or ineligible for participant in Federal assistance programs or activities in accordance with 2 C.F.R. § 200.213 and the corresponding regulations.

IMCI will evaluate each proposal received by the deadline in accordance to the scoring criteria. IMCI retains the right to negotiate services or cost with any organization based on the proposal received. The award will not necessarily go to the lowest bidder but will instead be awarded to the bidder that proposes the best value and quality of services requested. IMCI will notify the bidder(s) of who will move forward in this process by September 15, 2017.

### **Requests for Proposals**

#### **Bonus Points:**

Five (5) Bonus points will be awarded in each section to bidder's that have the ability to cohesively provide access to other services and programs in support of this grant. Please provide a list of other services available for co-enrollment of participants.

#### **Section 1: Program Technical Assistance**

**Contractor Qualifications:** IMCI seeks a qualified contractor to provide technical assistance for the planning and operation of IMCI's award. Qualified organizations will need to demonstrate in their proposal that they meet the following requirements:

1. Be a proven, research based organization.
2. Relevant program staff have at least 3 years previous experience with a similar population.
3. Have successful previous experience in providing services in compliance with USDOL or similar requirements.
4. Have experience in the design and operation of workforce programs within a hard to serve population.
5. Have experience in development of best practices. If bidder has been recognized as a best practices organization provide a copy of the published recognition.

**Requirements for Proposal:** Qualified bidders should provide a summary of how they would provide expertise and/or carryout the items listed in the "Tasks" section below. They should also provide a summary of past performance within the field of technical assistance with an emphasis on workforce programs.

**Tasks:** IMCI seeks qualified bidders to carry out the following tasks:

- Provide staff who possess a full and comprehensive understanding of the unique requirements of DOL programs.
- Provide staff experienced in using evidence-based research and who understand the program model for the purpose of providing technical assistance to program staff.
- Advise on program design and development of federally funded award.
- Support strategic planning process before, during, and after the program development, implementation, and follow-up periods. Provide technical assistance and research to align IMCI practices with best practices.

- Identify and map out clear career pathways in demand sectors and occupations using real-time local labor market information.
- Assist with using active employer involvement to ensure that training and education programs are meeting the skills needed of employers.
- Monitor effectiveness of specific services and recommendation modifications to the program as needed.
- Assist with guiding the program at both strategic and operational level.
- Analyze industry competency models to identify knowledge, skills, and abilities for demand sectors.
- Support continuous quality improvement through mechanism that capture real-time program data.

**Budget:** IMCI’s budget for technical assistance is \$150,000. Bidders should provide a budget that fits within the ceiling as well include the names of the staff who will provide services under this section, a summary of their experience, each person’s proposed hours, and the rate of pay for each hour. The period of performance is September 1, 2017 to June 30, 2020. Budgets should be reasonable based on the activities outlined in the bidder’s proposal.

**Evaluation Criteria:** IMCI will evaluate submitted proposals according to the following 100 point scale:

- Up to 10 points for experience with reentry population or similar
- Up to 10 points for experience with USDOL requirements or similar
- Up to 10 points for experience in working with workforce programs
- Up to 30 points for experience as a technical assistance provider to federal programs
- Up to 30 points for work plan and ability to provide services consistent with the tasks described
- Up to 10 points for budget

## **Section 2: Workforce Development Curriculum and Workshops**

**Contractor Qualifications:** Qualified bidders for this section need to have:

1. Three years’ experience providing workshops to a similar population.
2. Staff, with at least two years’ experience, to act as facilitators presenting workshops.
3. Provide evidence informed or evidenced based curriculum.
4. Have experience in developing trainings in the areas of soft skills, work readiness, and related trainings

**Requirements for Proposals:** Provide a summary that explains how bidder meets each of the above stated requirements. Included in this summary should be bidder’s past experience providing the types of services listed in the “Tasks” section. Also include the specific curriculum Contractor will use for each of the workshops listed below in the “Tasks” section. If bidder has additional workshops available to provide in a related field please provide a list and description of those as well. All materials will be kept confidential and will be returned upon request.

**Tasks:** IMCI seeks qualified bidders to carry out the following tasks:

- Provide curriculum related to service delivery such as:
  - Finding a Stabilizing Job
  - Reentering Society from Incarceration
  - Developing Budgets
  - Resume Development
  - Navigating Job Applications
- Provide experienced facilitators to develop and conduct workshops with evidenced based curriculum at a minimum of a monthly basis.
- Provide “Train the Trainer” services to assist IMCI or partner agency staff if requested

**Budget:** There is no ceiling for this section. The budget should include the staff who will provide services under this section, a summary of their experience, the proposed hours, and the rate of pay for each hour. In the alternative, bidders may respond to this section showing either a per workshop cost or a per participant cost. Budgets should be reasonable based on the activities outlined in the proposal. Include all requirements such as class size and whether materials are included in the price. IMCI anticipates having at least one (1) workshop per month, possibly more, depending on need and enrollment. The performance period will be from September 2, 2017 until June 30, 2020. However, IMCI retains discretion to order workshops as needed and therefore performance may end sooner than June 30, 2020.

**Evaluation Criteria:**

IMCI will evaluate submitted proposals according to the following 100 point scale:

- Up to 10 points for experience with reentry population or similar
- Up to 10 points for experience with USDOL requirements or similar
- Up to 10 points for experience in working with workforce programs
- Up to 20 points for experience in developing presentations and providing facilitators of soft skills and work readiness related trainings
- Up to 20 points for proposed curriculum
- Up to 10 points for evidenced based curriculum
- Up to 10 points for current availability of appropriate workforce development trainings for the reentry population
- Up to 10 points for budget

**Section 3: Marketing Design, Services, and Materials**

**Contractor Qualifications:** Qualified bidders to this section are required to have experience in developing materials for the reentry population or a similar population.

**Requirements for Proposal:** Please provide a summary of bidder’s past experience providing the types of services listed in the “Tasks” section. Provide a summary of what types of materials were used in past experience which proved effective for outreach and recruitment of participants, partner engagement, and engagement of participants with the education materials.

**Tasks:** IMCI seeks qualified bidders to carry out the following tasks:

- Draft, design, and publish program marketing materials for outreach and recruitment of participants, community partners, and employers.
- Arrange for and supervise outside preparation or distribution of participant program materials.
- Engage a range of media strategies for program operations and sustainability.
- Create and maintain program specific websites and social media presence.
- Design and produce participant and program materials
- Create and publish press releases and other community based information regarding the program including handling any public relations needs as they arise
- Provide crisis management support as needed

**Budget:** IMCI's budget for marketing design, services and materials is \$15,000. The budget should include the staff who will provide services under this section, a summary of their experience, the proposed hours, and the rate of pay for each hour and should include all fees and costs. The performance period will be September 1, 2017 through June 30, 2020. However, bidders should anticipate the needs of the program to be greater in the first 12 months and will taper off during the rest of the performance period. Budgets should be reasonable based on the activities outlined in the bidder's proposal. IMCI will pay directly for the printing of materials.

**Evaluation Criteria:** IMCI will evaluate submitted proposals according to the following 70 point scale:

- Up to 10 points for experience with reentry population or similar
- Up to 10 points for experience with USDOL requirements or similar
- Up to 10 points for experience in creating materials for workforce programs
- Up to 10 points for experience in technical experience
- Up to 20 points for experience in providing marketing services
- Up to 10 points for budget

# Proposal

From:

**DATE:**

**EXPIRATION DATE**

RETURN TO Blair Schoeb  
It's My Community  
3 E. Main Street  
Oklahoma City, OK 73104  
405-418-3923

Contact Person	PHONE NUMBER	EMAIL ADDRESS

SECTION NUMBER(S) FOR PROPOSAL(S) SUBMITTED	SECTION PRICE

Signature of representative capable of binding agency: \_\_\_\_\_

This is a proposal is subject to the conditions noted below: [Describe any conditions pertaining to these prices and any additional terms of the agreement. Bidders may want to include contingencies that will affect the quotation.]