

City of Madison CDBG Office

Economic Development

REQUEST FOR PROPOSALS (RFP)

Date of Issuance: Monday, June 15, 2009

Proposals Due: By 12:00pm (Noon), Thursday July 2, 2009

I. Background:

The City of Madison has received notice of award from the U.S. Department of Housing and Urban Development (HUD) of Community Development Block Grant Recovery funds under the American Recovery and Reinvestment Act (ARRA) of 2009.

The City of Madison CDBG Commission and Common Council have approved \$139,400 in HUD funds for economic development services aimed at creating new, or retaining existing, full time equivalent jobs for low or moderate income individuals. It is anticipated that these funds will also be tied to assisting green businesses or those seeking to improve energy efficiency in their buildings, in such a way as to achieve the job creation/retention requirements of these funds.

These funds are part of HUD's one-time ARRA funding for 2009. Funds are to be considered as available for this one time only and will not be renewed.

II. Purpose:

The purpose of this program is to provide grants and or loans tied to economic development services where the result of the assistance is the creation of new, or retention of existing, full time equivalent jobs for low or moderate income individuals. These funds must also be tied to assisting green businesses or those seeking to improve energy efficiency in their buildings in such a way as to achieve the job creation/retention requirements of these funds.

\$139,400 is budgeted for this program.

III. Eligibility:

Eligible applicants are for-profit businesses or non-profit businesses or agencies engaged in economic development activities assistance.

The proposal(s) selected will include assurances that the funds provided will be tied to the creation or retention of full time equivalent positions (per the HUD-CDBG regulations definitions) and further will be primarily be directed to green businesses or those seeking to improve energy efficiency in buildings they own wherein the link can positively be made between these CDBG-R funds and the jobs created or retained fro low or moderate income individuals.

NOTE: The CDBG regulations pertaining to how jobs are counted as created and or retained apply to these CDBG-R funds.

IV. Contract:

The contract resulting from this RFP will be administered by the City of Madison CDBG Office. The contract administrator will be the CDBG Office. Any questions regarding this RFP can be directed to Barbara Constans, Grants Administrator at bconstans@cityofmadison.com 267-1983.

The contract period will be from August 15, 2009 through December 31, 2010.

Outcomes from the use of these funds may include the creation or retention of one (1) FTE position (2080 work hours) to for every \$35,000 of CDBG-R funds provided. A minimum of 4 FTE positions must be created or retained through the use of these funds.

In addition, any funds must be tied to creating energy efficiencies in existing buildings and/or improving the long term viability of a "green" business.

V. Services Area

These funds are intended to serve businesses located in the City of Madison which will create or retain positions for low or moderate income households residents of the City of Madison.

VI. Contract Negotiations:

The City of Madison reserves the right to negotiate the award and conditions of the proposal prior to entering into a written agreement.

VII. Proposal Content:

Proposals must be organized with the following headings. Each heading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

A. Program Design. Indicate how the program will operate. Be specific and identify the anticipated number of businesses to be assisted, the number of new jobs to be created or retained, and location where services will be provided. Indicate how the program will be marketed, how eligible businesses would be identified, how jobs will be assured and how they will be counted. Describe how will the City be able to measure the effectiveness of the services provided. Indicate a time-line for major activities such as hiring of staff, marketing of program and provision of loans or grant, and creation/retention of the jobs. State if the program will build or expand on current efforts already underway. Explain collaborative efforts to achieve the desired outcomes.

B. Qualifications of Agency and Staff. Indicate the experience of the applicant agency in providing similar services. Be specific and identify programs/projects, number of loans/grants under management, years in business, key outcomes attained, and dates and locations where services were provided. Include specific experience of staff anticipated to be involved in this program. Include experience, if any, with program implementation with federal funding.

C. Outcomes. . A minimum of 4 FTE positions must be created or retained through the use of these funds. These funds must be directed to "green" businesses, the creation of jobs in those businesses, or to businesses which will use the funds to improve energy efficiency of a building n such a way as to make new job creation or existing job retention possible. The successful applicant must be able to collect data as required for the City of Madison to report to HUD.

D. Budget. Primary activities will be related to staff assigned to this project. Include any other activities for which funds will be requested. Please reference any other funds not part of this RFP that will be used to provide this service.

E. References. Include a list of organizations, including points of contact (name, address, and telephone number), which can be used as references for work performed in the area of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project. The results of the references will be provided to the evaluation team and used in scoring the written proposals.

VIII. Evaluation and Scoring of Proposals:

The proposals will first be reviewed to determine if the proposal is complete. Failure to meet mandatory requirements will result in the proposal being rejected. In the event that all the proposals do not meet one or more of the requirements, the City reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

Accepted proposals will be reviewed by a review team made up of City staff and a funding recommendation submitted to the CDBG Commission for approval. The proposals will be scored against the stated criteria:

A. Program Design – To receive full points, a proposal must indicate knowledge of business and job creation costs, current lending practices and current job needs in the community. Some knowledge of “green businesses” should also be described or a direct tie energy efficiencies to be achieved through the job creation/retention activity shown. The proposal must indicate a reasonable timeline for implementing this program including the hiring and training of staff, providing the business loans/grants and the creation/retention of the jobs. – 25 points

B. Experience – To receive full points, the agency must demonstrate experience in providing similar or related services. Staff assigned to this project will have 5 years or more of related experience. Agency will have demonstrated a knowledge of complying with federal and state requirements related to receiving public funds. If applicant is a for-profit business the business must demonstrate ability to create the new jobs and or that without this assistance jobs would be lost in the community. 15 points.

C. Outcomes – To receive full points, the agency will indicate an ability to meet the outcomes specified in Section IV. Contract. Additional outcomes may be included. Agency must demonstrate the ability to collect needed client-level data. – 35 points.

D. Budget – To receive full points, the agency will submit a clear and reasonable budget for the proposed activities – 15 points.

E. References – To receive full points, the agency will submit a list of organizations and contact information that can verify the agency’s ability to provide services required in this RFP. 10 points

IX. Submission of Proposals

Applicants must submit an original and (fifteen) 15 copies of all materials required for acceptance of their proposal by Thursday, July 2, 2009 at 12:00 p.m. (noon) to:

City of Madison CDBG Office
Room 280 Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison WI 53703

All pages of the proposals must be secured and show the following information on the cover page:

- 1) Agency Name and Address, 2) Agency Contact Information including phone and email address, 3) Name of Program for Which Proposal Submitted and 4) Legal status of agency applying for the funds.

Proposals will be reviewed and scored by City staff. Recommendations will be forwarded to the City of Madison CDBG Commission at its July 9, 2009 special meeting. Funding is subject to Common Council Approval. Organizations will be notified of a decision no later than August 1, 2009.