

Request for Proposals (RFP):
Neighborhood Leadership, Community Education and Capacity-
Building for New and Emerging Community Leaders

City of Seattle Department of Neighborhoods
August 2008

INTRODUCTION

The Department of Neighborhoods' (DON) mission is to connect people, communities and government. Most recently DON has played an integral role in Mayor Greg Nickels' goal to build strong families and healthy communities. This is done, in part, by engaging a broader representation of people in neighborhood leadership. By developing residents' leadership capacity, community assets are effectively utilized and residents are better able to interface with local government which allows for meaningful civic participation.

In FY2008, the City Council appropriated one-time funds for development of a Neighborhood Leadership Training for community organizations and community councils. This program aims to reduce the disparities in participation among Seattle residents and create a more inclusive civic environment

Successful neighborhood leadership development uses culturally appropriate engagement projects to facilitate not only relationship building amongst residents and within communities but also fosters collaboration with local government. This form of community enrichment enables these leaders to ensure their communities values and priorities help shape the future of our city.

PROJECT SUMMARY

The program will consist of two interrelated components:

1. Community leadership and capacity building training for new or emerging neighborhood leaders of community-based or grassroots groups.
2. Community leadership and representative recruitment training for existing Neighborhood Organizations.

The City of Seattle Department of Neighborhoods (DON) is soliciting proposals for the first component of this project – *Community leadership and capacity building trainings for new or emerging neighborhood leaders*—from consultants, neighborhood and/or community-based groups or organizations that have a strong interest in enhancing local leadership and generating more representative civic engagement at the neighborhood level.

PROJECT GOALS

Neighborhood leadership development will be achieved primarily through conducting focused engagement, education and capacity-building to enhance community members' abilities to work collaboratively with the city and fellow

residents. Projects should use culturally appropriate strategies to meet all of the following distinct goals:

1. Develop leadership capacity within new and emerging communities
2. Increase the ability of new and emerging community members to navigate city government processes
3. Build stronger relationships within underrepresented communities and between those communities, local government, and established Neighborhood Organizations.

This project should help participants to:

- Develop local leadership and community organizing skills
- Improve public speaking skills
- Enhance confidence in the value and benefits of civic participation
- Increase knowledge of city resources, programs and services to disseminate information to their local community
- Effectively manage and facilitate group meetings
- Overcome challenges to maintaining active community groups, including volunteer recruitment, fund-raising, and grant-writing
- Build coalitions across various cultural communities, utilizing peer-to-peer training
- Understand the role of Neighborhood Organizations in Seattle governance.

Projects should be designed so that participants have the opportunity to exercise their accumulated knowledge from program sessions when addressing their constituents and then receive coaching and feedback in subsequent sessions.

POTENTIAL AREAS OF ENGAGEMENT

There are several initiatives within the City of Seattle and King County which *could* serve as a platform for meaningful community engagement projects. Respondents may choose to structure their proposals around the following initiatives, but are not required to do so. Some of the initiatives have additional resources available; applicants should indicate whether they have obtained, or plan to obtain, funding from these sources.

- Department of Neighborhoods, Neighborhood Matching Fund
- City of Seattle Race and Social Justice Initiative
- Seattle Climate Action Now
- City of Seattle Youth Initiative (leadership development)
- City of Seattle Immigrants and Refugees Initiative
- Ten-Year Plan to End Homelessness
- City of Seattle neighborhood plan assessments
- City of Seattle station-area planning for the Sound Transit light rail system
- Food waste reduction and other solid waste/recycling initiatives
- King County Food and Fitness Initiative
- King County Equity and Social Justice Initiative

- King County Children's Health Initiative
- Involving All Neighbors

COORDINATION & OVERSIGHT

A Neighborhood Leadership Training Panel (NLTP), composed of City staff, City Neighborhood Council member(s) and Neighborhood Organization member(s) will:

- Make final project selections
- Recruit project participants
- Coordinate logistics, such as meeting space
- Ensure continuity of the program by advising on proposal selection. Participants will be encouraged to follow-up with DON staff for future customized training

QUALIFYING REQUIREMENTS

- Respondents to this RFP must demonstrate experience in working with community-based non-profit organizations and strong knowledge of city services, resources, and processes.
- Respondents should demonstrate experience in working with diverse and underrepresented communities. Respondents should exhibit awareness of the specific barriers to civic participation faced by these groups.
- Respondents should demonstrate experience with fundraising, community program development, and working with diverse and underserved populations.
- Training materials based on curriculum must be provided for future independent trainings and reference.
- Coordination and collaboration with existing Neighborhood Organizations must be included for continuity and sustained involvement.

FUNDING

- Several awards of *up to* \$15,000 each will be awarded for this component of the project. Please submit one proposal per project.
- DON reserves the right to negotiate with consultants on the scope of work and funding proposed.
- Respondents are encouraged to combine this DON funding with funding from other sources which should be identified in the proposal.

SELECTION CRITERIA

Members of the NLTP will select projects based on the following criteria:

1. *Responsiveness to the goals* (25% of score)

Proposals should clearly explain how the project will meet the three project goals.

2. *Cultural and age appropriateness of the project* (25% of score)

Proposals should show that the project's presentation style and content is tailored to the unique needs and experiences of the population. Priority for

selection will be given to projects which serve underrepresented groups, such as seniors, people with disabilities, youth, people of color, renters, people with limited English proficiency, refugees/immigrants, and people of low income. Projects that address more than one of these criteria will receive higher scores.

3. Innovation of the project (20% of score)

Project selection will favor proposals that provide creative and relevant training mechanisms to increase leadership capacity of the under-represented or unrepresented communities.

4. Sustainability potential of the project (10% of score)

Project selection will favor proposals that create lasting change and demonstrate potential for future funding from other sources.

5. Relevant experience of respondent group or partnership (10% of score)

Respondents should be able to illustrate value, knowledge and experience in community and leadership development, specifically with underrepresented communities. Proposals may be presented in partnership between organizations and/or consultants. Partnerships between organizations/consultants may be formed for the purpose of responding to this RFP.

6. Financial competitiveness of bid (10% of score)

Project selection will favor proposals that most efficiently use the funding to meet the programmatic goals stated above.

ORAL PRESENTATION

Select respondents will be asked to provide an oral version of their proposal in a presentation to the NTLP as a final phase of the selection process.

INFORMATION TO INCLUDE IN PROPOSAL

1. General information sheet (Attachment #1)
2. Brief description of your organization including history and mission. Include similar information for any partners you are including as part of proposal.
3. Summary of proposed project, timeline, specification of population(s) served, specific communication strategies, estimated number of people served, and estimated number of hours of direct service delivery.
4. Project budget worksheet (Attachment #2). The budget proposal should indicate how the respondent will allocate its funds, including stipends to ensure full participation, childcare and transportation for participants if necessary.
5. Explanation of how project may be sustained past the period of initial funding
6. Explanation of how DON staff & resources will be incorporated into the project.

7. Professional/client references

FORMAT & LIMITS

The proposal response should:

1. be written in single line space and double space between paragraphs;
2. have margins of 1" on left, 0.75" at top, bottom and right;
3. be written in font size 12 of Arial or Times New Roman;
4. in PDF or Microsoft Word application, and
5. be limited to four (4) pages maximum, in addition to the general information sheet and project budget worksheet.

PROJECT SCHEDULE

Issue Request for Proposals	August 11, 2008
Deadline to receive questions <i>in writing</i>	August 27, 2008
Answers issued to respondents' questions	September 3, 2008
Due date for project proposals	September 12, 2008
Oral presentations	September 29 – October 2, 2008
Selection of projects & contract negotiations	October 9, 2008

Projects must start no later than October 31, 2008, and be substantially underway by December 31, 2008. Projects must be designed to continue into 2009 (and preferably beyond) relying on *other* resources and funding identified in the proposal.

PROPOSAL SUBMITTAL

Proposals may be submitted via email or mail:

- Email Address:
To Sebhat Tenna - sebhat.tenna@seattle.gov
Please write "Response to RFP" in the subject line of your e-mail. Files must be in either a Word or pdf format.
- Mailing Address:
City of Seattle Department of Neighborhoods
Attn: Sebhat Tenna
PO Box 94649
Seattle, WA 98124-4649

All responses to this RFP must be received by the Department of Neighborhoods by Friday, **September 12, 2008** at 5:00 p.m.

For more information about this RFP, please email Mr. Sebhat Tenna at sebhat.tenna@seattle.gov.

Note: the Department of Neighborhoods reserves the right to cancel this RFP.

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GENERAL INFORMATION

Project Name:

Applicant Group/Organization:

Relevant City of Seattle or King County Initiative (if applicable):

Neighborhood/Community:

Proposal Contact Person:

Mailing Address and Zip Code:

Day Phone:

Home Phone:

Email Address:

Total Amount of Funding Request: \$ _____

Total Amount of Alternate Funding \$ _____

The signatory declares that s/he is the Chairperson or President of the applicant entity, assures that the entity agrees to undertake this project and assures that any funds received as a result of the proposal will be used only for the purposes set forth herein.

Name (print) _____

Signature _____

Address/Zip _____ Day Phone _____

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ATTACHMENT #2
PROJECT BUDGET WORKSHEET

Instructions: List project expenses and specify alternate funding source if it has been identified in the project proposal.

Expenses	Total Cost	Amount from DON	Amount from Other Source(s)
Personnel			
subtotal			
Supplies/Materials			
subtotal			
Services			
subtotal			
Capital			
subtotal			
Participation Incentives			
Childcare Stipends			
Transportation Stipends			
Grand Total			