

City of Rochester and RochesterWorks!

2017 Project-Based Summer Work Experience for Youth Ages 14-15 and 16-20

Request for Proposals - Released Monday, November 21, 2016

MANDATORY Bidders Conference Danforth Community Center, 200 West Avenue, Rochester, NY

- **Tuesday, December 6, 2016: 10:00 a.m. – 12:00 p.m.**
- **Tuesday, December 6, 2016: 1:00 p.m. – 3:00 p.m.**

Please RSVP via EventBrite @ <http://biddersconference.eventbrite.com>

Proposals due no later than 11:59 p.m. Thursday, January 12, 2017

BACKGROUND

The City of Rochester's Summer of Opportunity Program (SOOP) and RochesterWorks! Summer Youth Employment Program (SYEP) formally announces a joint effort to assist youth with summer jobs. This solicitation is a collaborative effort expected to help more than 700 youths, ages 14-20, secure structured paid work experience over the summer.

The City of Rochester anticipates funding to be received from its general operating fund, and the New York State Department of Labor and RochesterWorks! anticipates receipt of funds approved by the New York State Governor and Legislature allocated for the purpose of Summer Youth Employment. Total funding for this solicitation is expected to equal **\$800,000**. **The City of Rochester and RochesterWorks! may negotiate awards up or down based on the features included in proposals. The City of Rochester and RochesterWorks! may be unable to make awards should the anticipated funding not be secured.*

Separate from this solicitation, additional subsidized and unsubsidized summer work experiences will be sought and made available to qualified youth.

PURPOSE

Due to this funding opportunity, The City of Rochester and RochesterWorks! seeks community partners to deliver structured project-based paid summer work experiences for youth. This RFP seeks to identify local for-profit, not-for-profit, and faith-based organizations possessing an individual or team that has the capability to provide an experience in any of the themes described below. Demonstrated expertise, adequate work space, organizational/administrative capacity with sufficient cash flow and/or cash on hand to provide pay-rolling, supplies, and make required payments to initiate the project is strongly advised. Payments are made on a reimbursement basis and **advance payments to project operators will not be allowable**.

Project-based learning opportunities integrate work-experience and work-based learning, or combine work-based and classroom-based learning activities including e-learning that provides basic skills instructions, research, career exploration, and life-skills training that complement the work experience. Strategic and reasonable inclusion of 24 hours of enrichment activity to include financial literacy, Health/Healthy Relationship Education, college and work readiness is required. This activity should consist

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of workshops, job search and retention strategies, positive workplace behaviors, reasoning skills, recognition of post-secondary career opportunities, and other activity leading to the development of a Career Portfolio for each youth. Portfolios should be reflective of youth development and engagement through documents such as a resume, work permit, letters of recommendation, report card, and certificates/awards. It may also include community involvement, college and/or career path research, and a value statement. It is strongly discouraged for program operators to facilitate check cashing as a part of Financial Literacy. For the Health/Healthy Relationship Education the project operators will partner with the City of Rochester's Certified Trained Health Educators to provide 6 to 8 hours of evidence-based training. Upon approval, a certified trainer will contact the project operator to coordinate the times for the workshops.

Attention must be given to a youth-driven and strength-based approach to project delivery. Specific job tasks must be consistent with the New York State minimum-age standards for employed youth under the age of 18 <http://www.labor.state.ny.us/workerprotection/laborstandards/workprot/minors.shtm> .

Prior to project start date, SOOP and SYEP staff will refer interested and eligible youth for interviews to project operators selected for funding (*minimum interview standards are being developed by SOOP and SYEP staff and will be shared with successful project operators prior to contract*). **Potential project operators are not to recruit or guarantee participants acceptance into their project.** Once applications are available, potential project operators may and should encourage interested and potentially eligible youth to apply to the summer program. It is an open and competitive process. All youth that successfully complete the application process and are determined eligible will be considered equally for existing opportunities for which they qualify. Project participants are limited to student groups 14-15 and 16-20 years of age. Youth referred to projects will have limited or no work experience and/or may possess obstacles to maintaining stable employment. Project operators must demonstrate the ability to serve a reasonable cross-section of youth regardless of background. Participants are limited to those living within Monroe County including the City of Rochester.

Operators who create connections for participating youth to transition to steady work and/or to additional education or training will receive added consideration. One or more project operators demonstrating a unique ability to serve youth with limited disabilities and/or mental health needs, juvenile offenders, and youth requiring reasonable individualized supports may receive added consideration.

Operators should describe in detail their transportation policy should it be required for applicants to be transported. Transportation policies should include staff to participant ratio for transportation and if participants will be transported in private vehicles or program vehicles. Insurance liability information should also be provided for each specified transportation policy.

Participants will not be allowed to engage in volunteer opportunities with the Operator in part or in whole outside of the SOOP or SYEP program.

Proposed projects should include one of the following themes **or** a well-defined theme of choosing. Projects should serve either youth aged 14-15 or 16-20. This solicitation puts a priority of service on youth aged 14-15, and those 16-20 that possess limited experience and/or work readiness. A blend of the two age ranges may be considered with proper explanation but should be minimal and is not the intent of this solicitation. Diversity in project offering is sought. **If proposing more than one project, each project should be proposed separately.**

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PROJECT THEMES & PARAMETERS

- **Advanced Manufacturing** – i.e. hands on workshops exploring the possibilities in advanced manufacturing. Research a need in your community/neighborhood using advanced manufacturing.
- **Culinary** – i.e. teaching participants how to prepare healthy meals through hands on experience. Participants should be able to identify healthy food choices, learn proper sanitation, food handling techniques and create healthy recipes.
- **Entrepreneurialism** – i.e. creation and sustainment of a small business (such as website design and maintenance, or other potential self-employment)
- **Hospitality** – i.e. exposure to the hospitality industry by working with local businesses. Educate youth about the business of hospitality and career options within the field.
- **Industry/Career Exploration** – i.e. research, experience and document pathways to local in-demand job opportunities such as Science Technology Engineering and Math (STEM) related occupations. Partnerships/collaborations within business and industry networks are encouraged. Specific *local* sectors include: Advanced Healthcare; Life Sciences; Energy Innovation; Optics, Imaging, and Photonics; Business Services; Advanced Manufacturing; Agriculture and Food processing; and Tourism and the Arts.
- **Information Technology** – i.e. basic hardware configuration, pc troubleshooting, business applications, pc installation and basic networking overview.
- **Leadership, Community Organizing and Community Service** – i.e. identify an important issue or specific need in your community/neighborhood for youth to research, strategize, organize, train/educate, advocate and document within city, alignment with the city of Rochester Focused Investment Strategy (FIS) is encouraged.
- **Multimedia Production / Arts and Youth** – i.e. creation of a DVD or YouTube type documentary or self-help video with photos and supporting script that is of interest to youth. It may tell the story of a noteworthy historical or otherwise local happening, group or individual, or educate youth on a matter of current importance. Organize an event and/or opportunity where youth may express themselves lawfully (such as neighborhood beautification, the creation of mural art, and/or other creative contributions) through the use of an art form expression.
- **Youth Workforce Development** – i.e. youth developed materials, workshops and/or PowerPoint presentation on how to conduct a job search including creating a resume, filling out an application, interviewing/communication, appropriate dress/positive impressions, and etc. May use photos, social media such as YouTube, and other marketing tools to record for future use. Materials created should be culturally diverse and should show our future workforce engaged in positive settings.
- **Other** – Well defined theme of choosing.

With a total budget **not to exceed \$1, 840 per youth**, each project should serve a minimum of 10 youth and run 6 weeks during the period July 10 – August 18, 2017. Projects are sought to operate afternoons, within the hours of 12:00 pm and 5:00 pm. Hours proposed beyond this period will only be considered in unique and justifiable situations. Youth must participate 20 hours per week for a total of 120 hours overall. Proposals must include youth receiving minimum wage (\$9.70) with all required deductions*. Each project must include a reasonable and measurable concluding outcome along with a written evaluation of each participant's job performance, attendance, attitude, and their satisfaction with the project. Funder will coordinate with project operator so that upon successful completion of project each participant has a physical Portfolio, and a Certificate of Completion/Participation. ****All applications must include youth wages and the ability to adequately administer such. If selected for funding by the City of Rochester, the City will substitute stipends in lieu of wages. This will be initiated by the City of Rochester, and only after all projects have been evaluated. When considering whether to respond to this solicitation it should be***

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noted, contracts are reimbursement based only. Capacity to administer a reimbursement based contract is essential.

WHERE TO FIND PROPOSAL

Proposals must be submitted as an email attachment by completing the **2017 SOOP/SYEP Project Proposal Form only**, found at either www.cityofrochester.gov or www.rochesterworks.org. Proposals should emphasize experience in serving youth and expertise in project theme identified. Resumes and/or Job Descriptions of involved staff members along with credentials of partner staff, and all other inclusions should be compiled as a separate and single PDF included as a second attachment to the email. Attachments are limited to those requested.

PROPOSAL CRITERIA

At a minimum proposal will include the following information (as included on form):

- Project theme including definitive measureable outcome
- Activities (including Enrichments) and work including when, where, and how each will be delivered
- How and when participants will be paid including how attendance will be verified
- Identify team members, roles, and partnerships including any leveraged resources
- Resumes and/or job descriptions of staff to be involved
- Organization qualifications
- Proposed budget including staff, operation and participant costs (include any contributions) - Indirect Costs may be no more than 12% of total budget/contracted amount (refer to Proposal Form)
- 2 Attachments only:
 - a. 2017 SOOP/SYEP Project Proposal
 - b. Attachments for 2017 SOOP/SYEP Project Proposal

PROPOSAL EVALUATIONS

Proposals will be evaluated based on creativity, specificity of experience, demonstrated expertise in project themes, relevance to in-demand industries, level of youth engagement, measureable outcomes, contributing partnerships, organizational and fiscal capacity, overall cost efficiency, and individuality. RochesterWorks! and the City of Rochester seek to maximize the number of youth served by these funds. Assuming receipt of anticipated funding, RochesterWorks! and the City of Rochester will notify successful applicants no later than April 19, 2017. Successful applicants will be required to cooperate with RochesterWorks! and the City of Rochester to develop further project details as needed. **Approved programs will be required to attend the mandatory Provider Fair on May 20, 2017.**

Questions about this RFP will be taken at the Bidder's Conference only. **No telephone calls.** Questions may be forwarded in advance of conference to SYEP@rochesterworks.org – all replies will be addressed at the conference and subsequently posted on www.rochesterworks.org or www.cityofrochester.gov following the conference.

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PROPOSAL SUBMISSION

Proposals will be accepted immediately and ongoing through **11:59 p.m. Thursday, January 12, 2017 only**.
No Proposals will be accepted or reviewed past the deadline.

Proposals are to be emailed only to: SYEP@rochesterworks.org

About the City of Rochester Summer of Opportunity Program

The City of Rochester's Summer of Opportunity Program is strategically aligned with the City's priority areas of Public Safety, Economic Development, and Education. The program's goals and objectives are consistent with the One City Rochester Values and Guiding Principles, which can be viewed by visiting the city's website at www.cityofrochester.gov.

About RochesterWorks!, Inc.

RochesterWorks!, Inc., a 501c (3) not-for-profit corporation, was created by Monroe County and the City of Rochester to act as fiscal agent and research and development staff for the Workforce Investment Board. Additional information may be viewed on the RochesterWorks! website at www.rochesterworks.org.

Posted 11/21/2016

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