



The City School District of Albany

Request for Proposal

COMMUNITY ADVOCATE SERVICES RELATING TO THE PLANNED HIGH SCHOOL RENOVATION/RECONSTRUCTION PROJECT 2018-2024



Issued: November 21, 2017

Proposals Due: December 12, 2017 by 4:00 pm.

Phone: (518) 475-6020
Address: 1 Academy Park, Albany, N.Y. 12207

I. INTRODUCTION

A. Invitation to Submit Proposal

In February 2016, the residents of the city of Albany approved a capital plan in the amount of \$179.9 million for work associated with the High School. The City School District of Albany (“CSDA”) with the assistance of the District’s Construction Manager, Turner Construction, (“CM”) will construct and renovate a new state-of-the-art educational facility on the existing High School site located at 700 Washington Avenue in the city of Albany.

The City School District of Albany issues this Request for Proposal ("RFP") seeking to select a consultant to provide community outreach and encourage and promote local employment opportunities relating to the Project for individuals (EEO workforce), M/WBE firms, and firms desiring to become M/WBE certified. The consultant chosen will be known herein as the Community Advocate Manager (“CAM”). For all the targeted EEO individuals and groups, the CAM will provide information about the Project, eligibility requirements to participate in the project, and make known the resources available in the region.

B. RFP Schedule

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| Tuesday, November 21, 2017 | RFP Issued |
| Friday, December 8, 2017 | Last Day for Respondents to Submit Questions |
| Friday, December 8, 2017 | Last Day for CSDA to post Addendum |
| Tuesday, December 12, 2017 | RFP responses due |
| Monday, December 18, 2107 | Interviews for selected candidates (evening) |
| December or January 2018 | Consultant selected and contract approved |

C. Scope of Services

The Respondent, who works in the capacity of this RFP, will provide services not limited to the following areas as it relates to the Project:

- Coordinate and develop strong community connections to make the Project known and the employment opportunities available to local individuals, M/WBE firms, and firms interested in becoming M/WBE certified;
- Establish and promote relationships between CSDA and community-based organizations, non-profits, and service providers to increase reach into target communities;
- Provide outreach, engagement, and network opportunities; host events and informational meetings;
- Utilize multi-faceted approaches to increase awareness of/access to resources available to obtain the credentials necessary to participate in employment

opportunities; encourage participation of minority individuals (the EEO workforce) and firms (uncertified) to take advantage of these opportunities;

- Assist in capturing the demographic information of individuals and firms interested in employment opportunities to build a database which the District can utilize to better serve the targeted population;
- Possess strong communication and organization skills (including written communications and presentations);
- Utilize targeted media promotions (radio/print), as well as social media (events and sponsored posts) to increase awareness and remove barriers to access to resources and encourage participation;
- Demonstrate knowledge of local community;
- Possess strong interpersonal skills well-suited to networking and outreach activities;
- Possess ability to work collaboratively with the District's staff and CM.

D. Minimum Qualifications

-Bachelor's degree and three (3) or more years' experience in community relations, community engagement, or a related field.

-Demonstrated experience working with diverse and underrepresented communities.

E. Submission Requirements

Interested firms or individuals are required to follow the guidelines and instructions contained in this RFP. In the event it becomes necessary to revise any part of this RFP, revisions will be provided by addenda posted on the CSDA website (www.albanyschools.org). It is the responsibility of all respondents to check the CSDA website on an ongoing basis for posting clarifications, amendments, or addenda.

The cover page of each proposal should state "CSDA AHS Project EEO/ MWBE Program"

Proposals may be emailed to (nobrien@albany.k12.ny.us). All email submissions must be followed by a sealed proposal delivered in hard copy by hand, regular mail, or express mail to the address noted below and be received no later than December 12, 2017.

Proposals are due and must be received no later than 4 pm on December 12, 2017

Proposals received after the date or at a different location will not be considered and it is the responsibility of the respondent to ensure each proposal is received on time and at the right place.

Proposals will not be publicly opened or read.

Proposals must be submitted to:

RFP Community Advocate Manager

Ms. Nicole O'Brien
The City School District of Albany
1 Academy Park
Albany, NY 12207

All questions, comments, clarifications, and other communications regarding this RFP should be directed via email to Ms. Nicole O'Brien: nobrien@albany.k12.ny.us. All questions and requests for clarification will be responded to in writing and disseminated to all persons and organizations having expressed an interest in this solicitation. Addenda to this RFP, including responses to any questions submitted in writing, will be posted on the CSDA website as set forth above.

Proposal Content:

Proposals should provide a straightforward, complete, and concise description of respondent's capabilities to satisfy the requirements of this RFP. Proposals must include the following, in the order set forth below:

- 1) **Cover letter:** On letterhead that should include the full legal name, address, type of legal entity, if applicable, the jurisdiction in which the entity is formed, telephone number, and email address of the representative who is authorized to discuss and/ or negotiate the proposal. It should also indicate if the respondent is or will partner with an MWBE certified firm for any portion of the services rendered.
- 2) **Current Resume**
- 3) **Firm or Individual's Qualifications and Experience** that relate to the scope of services, including specific experiences in community outreach, facilitation, and workforce development, or related experience.
- 4) **Statement of Methodology/ Management Approach:** in other words, how you would go about leading the task of Community Advocate as described and meeting the required scope as defined. For example, what groups might you reach out to, what strategy would you use to obtain good attendance at events, etc.
- 5) **Fee Proposal:** provide hourly rate or rates, inclusive of all costs and fees associated with the service for staff assigned to the project. It could be a single hourly rate or different rates for professional services vs. the performance of clerical tasks.

Note: billings to the District will require dates, hours charged, and descriptive notes disclosing names, organizations, services provided, and locations of where services occurred.