

Request for Proposals: ACP ASSISTANCE LEAD PROGRAM DEVELOPMENT Proposal to develop project management capacity across ACP assistance activities

Background

The City of South Bend has become aware that the Affordable Connectivity Program (ACP), a program funded by the federal government, providing qualifying low-income households discounts on broadband service and connected devices, is under-subscribed by South Bend residents. Eligibility and subscribership are monitored and tracked by City teams for the betterment of our residents.

The City is interested in contracting with an individual or entity to provide project management services across the Creating Connections ACP Outreach grant program. The Creating Connections program encompasses a contracted Outreach Team, ACP navigators, and other contracted organizations working to perform services on behalf of the City to increase awareness of the ACP and assist residents in applying for the ACP in South Bend. The ACP Assistance Lead will coordinate and track the performance of ACP navigators and coordinate with contracted organizations to ensure that program goals are being fulfilled.

Scope of Services

The Provider will become an expert on the Affordable Connectivity Program and the various aspects of the Creating Connections program. They will serve as the main point of contact for contracted organizations, the Outreach Team, and ACP navigators, and will track, coordinate, and report on program performance.

The Provider will:

1. Coordinate with four ACP Navigators: one full-time navigator embedded within the St. Joe County Public Library; one part-time navigator embedded within the Citywide Classroom team in partnership with enFocus; and two part-time navigators within the City's Outreach Team that would focus on targeted neighborhoods and census tracts.
2. Coordinate a contracted Outreach Team and additional contracted organizations to organize outreach activities and enrollment events, including ensuring all training, outreach and administrative materials needed for the event to be successful are provided.
3. Develop and assist in distributing ACP-specific outreach materials to partnering organizations and staff, in addition to leading outreach campaigns via every-door-direct-mail and printed flyers and posters.
4. Track performance outcomes of ACP Navigators for purposes of advising City personnel and Navigators on strategies for increasing outcomes.
5. Work with the Director of Civic Innovation to plan and report on the impact of Creating Connections project activities, including those of the navigators, by hosting a quarterly performance management meeting that measures the individual successes of project activities as compared to the overall ACP participation rate by the zip codes served.
6. Regularly communicate work performed via:
 - a. Regular meetings with the City;
 - b. Timely communication through email, phone, or messaging;
 - c. Tracked progress through various applications such as Field Maps App and Excel.

The City will:

1. Track subscribership metrics throughout the engagement;
2. Identify areas of the City whose residents are undersubscribed to the Affordable Connectivity Program to direct the deployment of resources;
3. Identify and coordinate outreach strategies in consultation with the Provider;
4. Facilitate the training of the ACP Navigators;
5. Provide promotional materials related to the Affordable Connectivity Program and Outreach Team promotional materials, including hats, t-shirts, and identification cards;
6. Lend necessary technology to track and perform outreach activities, pursuant to the technology use clause outlined below, including but not limited to iPads, charging cables, and adapters;
7. Regularly communicate and coordinate work via:
 - a. Regular meetings with the Provider;
 - b. Timely communication through email, phone, or messaging;
 - c. Tracked progress through various applications such as Field Maps App and Excel.

Payment and timeline

The fee for this engagement will be assessed on a monthly basis as detailed in Table 1, not to exceed \$65,000.04. On the Provider's invoice date, the Provider will invoice a maximum monthly fee of \$5,416.67 throughout the duration of the grant period, not to exceed a total of \$65,000.04 over the grant period. In order to qualify for monthly payments, the Provider will submit a monthly status report to the Director of Civic Innovation determined by the City to demonstrate satisfactory progress towards the contract objectives.

The provider may propose a lower engagement fee or lower number of months in the engagement.

This engagement will last for a maximum of 12 months, through June 14th, 2024. This engagement is eligible to be renewed past June 14th, 2024, upon written agreement of the City and Provider.

Materials

The City will provide the Provider with materials that will indicate to City residents the affiliation the Provider team has with the City. The Provider will be provided with t-shirts, hats, and stickers with the Outreach Team logo. These materials are purchased with funds outside of this agreement and are not required to be returned to the City.

The City will provide an Outreach Team identification badge to the Provider. This badge is required to be worn when interacting with residents. The badge is purchased with funds outside of this agreement and are required to be returned to the City upon close of engagement.

The City will provide the Provider with an iPad, charging cable, and power adapter to track the progress of their outreach. Use of this technology is subject to technology use provisions described below. These materials are purchased with funds outside of this agreement and are required to be returned to the City upon close of engagement. Provider is expected to provide any other technology, accessories or software required for their performance of the Services.

Materials provided to the Provider are required to be returned to the City upon the conclusion of this engagement and prior to receiving payment on Provider's final invoice. The City will inspect

materials within 10 business days of receipt. Materials not returned to the City in satisfactory condition will be charged at the rates indicated below and deducted from Provider’s final invoice. If the amount payable on Provider’s final invoice is insufficient to cover any damage to City technology, the Provider agrees that these damages shall be separately assessed and paid to the City within thirty (30) days.

Table 2. Materials cost

Item	Cost
iPad	\$359.99
iPad charging cable and wall dock	\$25.00
City badge	\$75.00
Other materials	As calculated

Technology use

The technology provided to the Outreach Team is owned and managed by the City of South Bend and should be used only for the activities outlined in this engagement. Use of City-owned technology for activities not related to this engagement is strictly prohibited and will result in the immediate termination of the engagement.

Proposal evaluation

The person/organization making a proposal shall submit a completed Proposal Form (Exhibit B) via email, mail, or the [linked online proposal form](#). Proposals must meet the minimum expectations as provided in the City’s Request for Proposals (RFP) in order to be considered. Exceptions to any requirements mentioned in this RFP must be clearly noted. Information submitted will be scored on a 100-point matrix system as outlined in Table 3 and will be graded by a review team made up of City staff. Proposal cost will not be a factor.

Table 3. Proposal evaluation criteria matrix

Criteria	Weight
Identification of background in community engagement	25 Points
Qualifications in team and performance management, communications, and project completion	20 Points
Identification of familiarity with outreach strategies	15 Points
Description of outreach and performance management plan	20 Points
Professional references	10 Points
MBE/WBE status	5 Points
Identification of experience assisting individuals with sign-up for public benefit programs	5 points

The City will receive Proposal Forms at 11:59 p.m. EDT on June 20th, 2023. Forms [may be completed at the linked online proposal form](#), or may be emailed to Madi Rogers (mrogers@southbendin.gov) or mailed to:

South Bend Technology Resource Center, Suite 100
Attn: Madi Rogers
1165 Franklin St.
South Bend, IN 46601

Discussions will be conducted with responsible offerors who submit proposals determined to be reasonably susceptible of being selected for award. Proposals do not need to be accompanied by a certified check or other evidence of financial responsibility.

**EXHIBIT A: ACP ASSISTANCE LEAD PROGRAM DEVELOPMENT
Proposal Form**

The City will receive Proposal Forms at 11:59 p.m. EDT on June 20th, 2023. Forms [may be completed at the linked online proposal form](#), or may be emailed to Madi Rogers (mrogers@southbendin.gov) or mailed to:

South Bend Technology Resource Center, Suite 100
Attn: Madi Rogers
1165 Franklin St.
South Bend, IN 46601

Name of Submitter (Person or Entity): _____ MBE/WBE: **Y** or **N**

Mailing Address: _____

Contact Name: _____ Title: _____

Phone Number: _____ Email Address: _____

Describe your background in community engagement and how that may be beneficial to this project.
(approx. 200 words):

Discuss your experience in outreach and advocacy, specifically in accessing public benefits, including the strategies that have been most successful (approx. 100 words):

Identify your background in team and performance management, communications, and project completion (approx. 100 words):

Describe your strategies for ACP outreach and performance management across the Creating Connections grant program, including:

- Potential forms of outreach (e.g., phone calls, home visits, hosted events) and frequency
- Potential meeting structures, communication streams, and collaborative frameworks for monitoring and ensuring the performance of the Creating Connections program team

(approx. 250 words):

Please provide at minimum two (2) professional references to verify your experience. References can be partnered organizations, clients, or residents served, and should be familiar with your work history but may also be familiar with your education history. References may be contacted by the City to verify relationship and experience.

Contact name:
Phone number: _____

Relationship:
Email: _____

Contact name:
Phone number: _____

Relationship:
Email: _____

Contact name:
Phone number: _____

Relationship:
Email: _____