

CITY OF SOUTH BEND

Enrollment Event Opportunity | Fall 2024

Opportunity to contract with organizations to organize Enrollment Events

Background

The City of South Bend has become aware that the Utility Assistance Program (UAP), a program which provides a credit on the South Bend water bill to residents with low income is under-subscribed by South Bend residents. Eligibility and subscribership is monitored and tracked by City teams for the betterment of our residents.

The City is interested in working with local organizations to host Enrollment Events to assist residents of South Bend with applying for the Utility Assistance Program. The City will engage with community service agencies who have established relationships with the residents they serve in an effort to invest in the capacity of local organizations and lean on tried methods of resident engagement. The City expects to select up to 10 organizations. Each organization is limited to a maximum of 4 events.

Scope of services

The Provider will organize, market and host events to assist residents with applying for the Utility Assistance Program. The City will provide training on the application process and outreach materials to promote the program. Activities may include specific UAP enrollment events (“Enrollment Events”) or pre-existing office hours, meetings, or events that exist outside of this engagement. Only Enrollment Events will be recognized to receive the Set-up Bonus, described below.

Provider shall not discriminate against any person seeking to attend an Enrollment Event, nor will it use any portion of the Contract Amount to advance or facilitate its religious activities or the religious activities of any other organization.

These activities will occur during Fall 2024, with a focus between October 2024 through December 2024.

The Provider will:

1. Coordinate with City of South Bend personnel, as indicated by the City, in preparing for Enrollment Events, including but not limited to:
 - a. Inform the City a minimum ten (10) days prior to each planned event of
 - i. the exact location;
 - ii. the date;
 - iii. the time;
 - iv. the duration;
 - v. the attending staff; and
 - vi. the expected number of residents who will attend.
 - b. Attend City-hosted training for UAP enrollment process.
2. Organize event(s) to assist residents to enroll in the Utility Assistance Program, including logistics such as:
 - a. Time and date;
 - b. Location;
 - c. Staff or volunteers to assist residents;
 - d. Technology (devices like computers and/or iPads and internet) to successfully

- submit applications;
 - e. Additional vendors; and
 - f. Entertainment.
3. Market the event to draw residents who are not yet enrolled in the UAP to attend;
 4. Attend Enrollment Events for the purpose of signing up City of South Bend residents for the UAP;
 5. Provide the City with a list of names and contact information for each resident who attended and/or enrolled in the UAP as a result of the Provider’s outreach.

The City will:

1. Train the Provider about the UAP application and enrollment process;
2. Provide promotional flyers and posters for the UAP; and
3. Track resident referrals that resulted in program enrollment.

Payment and timeline

The total fee for this engagement will be calculated per event, not to exceed \$6,000. Payment per event will be determined by length of event, rounded to the nearest hour. Events are not to exceed 4 hours in length. Organizations are limited to a maximum of 4 events. Additional events are contingent on organization and outcomes of the initial event, as defined by the City. The City reserves the right to cancel additional events at any time.

Approval Bonus may be claimed for any additional non-event UAP enrollments submitted by the organization through the duration of the engagement. Approval Bonus may be claimed for UAP enrollments submitted by the organization that (1) are approved by the City upon submission and (2) meet one of the following criteria, as verified by the City:

- Residents have not been enrolled in UAP previously;
- Residents have been enrolled in UAP previously, but are not currently active and enrollment has expired; or
- Residents are currently enrolled in UAP and their account is within 90 days of their UAP expiration date.

Table 1. Cost for event development

Activity	Cost	Notes
Set-up Bonus	\$500 per event	Paid upon contract execution and submission of invoice
1-hour event	\$500 per event	Paid upon submission of invoice after event
2-hour event	\$800 per event	
3-hour event	\$1,000 per event	
4-hour event	\$1,200 per event	
Approval Bonus	\$10 per application	Paid upon submission of invoice and attendance sheet after event, with City confirmation of each approved UAP application

This engagement is expected to last for a maximum of 3 months or until the total amount of the engagement is reached, whichever is first. Activities will be recorded by the Provider for each month and invoiced on the Provider’s invoice date.

Organization evaluation

The person/organization interested should a completed Interest Form (Exhibit A). 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.

Table 2. Organization evaluation criteria matrix

Criteria	Weight
Identification of the Organization’s background in community engagement	10 Points
Identification of the Lead organizer and their qualifications	10 Points
Identification of familiarity with event marketing strategies and application assistance	10 Points
Description of event(s) plan(s)	15 Points
Estimation of event(s) budget(s)	5 Points

The City will begin selecting vendors for this opportunity on October 29, 2024. Forms may be completed at the [linked online interest form](https://forms.office.com/r/r41XTWYAGZ) (<https://forms.office.com/r/r41XTWYAGZ>). Organizations may also complete Exhibit A and email it to Lily Shroyer (lschroyer@southbend.in.gov) or mail to:

Resident Services Office (South Bend Municipal Utilities)
 Attn: Lily Shroyer
 125 W. Colfax Ave
 South Bend, IN 46601

EXHIBIT A: ENROLLMENT EVENT OPPORTUNITY

Interest Form

The City will begin selecting vendors for this opportunity on October 29, 2024. Forms may be completed at the [linked online interest form](https://forms.office.com/r/r41XTWYyGZ) (<https://forms.office.com/r/r41XTWYyGZ>). Organizations may also complete Exhibit A and email it to Lily Shroyer (ishroyer@southbend.in.gov) or mail to:

Resident Services Office (South Bend Municipal Utilities)
Attn: Lily Shroyer
125 W. Colfax Ave
South Bend, IN 46601

Organization Name: _____ MBE/WBE: **Y** or **N**
Org. Address: _____
Contact Name: _____ Title: _____
Phone: _____ Email: _____

ORGANIZATION BACKGROUND

Identify the Organization’s background in community engagement and how that may be beneficial to this project (approx. 100 words):

Describe the population the Organization serves, such as specific South Bend neighborhoods or demographics (approx. 25 words):

Describe the experience of the Organization in marketing and application assistance (approx. 50 words):

Identify the Organization’s Lead on this project and make their qualifications known, including any background in communications, management, and project completion (approx. 25 words):

ORGANIZATION OUTREACH STRATEGIES

Describe the Organization's plans for Enrollment Events, addressing the following (approx. 100 words):

1. Strategies to onboard enrollment event staff, if not currently employed;
2. Strategies to train event staff; and
3. Plan(s) for event(s), including suggested locations, dates, staffing plans, estimated budget, and promotion efforts.

EXHIBIT B: ENROLLMENT EVENT SAMPLE INVOICE

Organization Name

INVOICE

ADDRESS
South Bend, IN XXXXX
PHONE
EMAIL

INVOICE # 1
DATE Oct 16, 2024

TO
Madi Rogers
City of South Bend
227 W Jefferson Blvd. Suite 12N
South Bend, IN 46601
(574) 245-6202 | mrogers@southbendin.gov

FOR Enrollment Event Professional Services

Description	Unit Price	Quantity	Amount
Set-up bonus	500.00	2	1,000.00
1-hour event – Oct 1, 2024	500.00	X	1,000.00
4-hour event – Oct 15, 2024	1,200.00	X	1,200.00
Total			3,200.00

Make all checks payable to Organization Name

Payment is due within 14 days.

If you have any questions concerning this invoice, contact NAME | PHONE | EMAIL.