



CITY OF
APPLETON

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**Request for Proposals
for
Neighborhood Leadership Academy
Programming, Engagement, and Delivery**

Issued by:
City of Appleton, WI
April 12, 2024

Proposals must be received no later than:
4:00 PM, Friday, May 10, 2024

Submit Quotes to:
Olivia Galyon
Community Development Specialist

By mail:
ATTN: Community Development Specialist
100 N. Appleton Street
Appleton, WI 54911

Or electronically:
Olivia.Galyon@Appleton.org

For further information regarding this request contact:
Olivia Galyon, Community Development Specialist
Olivia.Galyon@Appleton.org
920-832-6469

1.0 GENERAL INFORMATION

1.1 Introduction

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 76,000. Appleton is located at the crossroads of Interstate 41 and US Highway 10 and is 90 miles north of Milwaukee and 30 miles southwest of Green Bay. Appleton is the sixth most populous city in Wisconsin and is the largest city in the Fox Cities Metro Area. More information about the City is available on our website at <https://www.appleton.org/>.

1.2 Background

City of Appleton first launched its Neighborhood Program in 1996, targeting core, older neighborhoods in central Appleton. The City recognizes the various benefits of having formal neighborhood organizations, including an increased sense of community, strong relationships between residents and local officials, and opportunities for neighborhood engagement and improvement efforts. Over time, the Neighborhood Program has evolved to be resident-led and focuses on strengthening communication between neighborhoods and City Hall. There are currently 21 active registered neighborhoods in the City of Appleton, with various levels of resident engagement and activity. Registered neighborhoods participating in the Neighborhood Program can apply for the City's Neighborhood Grant Program, which provides CDBG funding to eligible neighborhood projects and programs, as well as a small amount of non-CDBG funding.

Historically, City of Appleton offered biennial Neighborhood Leadership Academy programming as part of the Neighborhood Program. The Academy offered neighborhood leaders a chance to connect and provided them with the tools and knowledge necessary to create positive change in their neighborhoods. A key component of the biennial meetings was peer share-out among Neighborhood Leaders to help build connections and share best practices. Funding for this program was reduced, and staff capacity has been limited to continue offering such a program. Furthermore, regular activity of neighborhood organizations was severely limited by the COVID-19 pandemic, especially with limited opportunities for events and gatherings. This project was spurred by the desire to re-engage Appleton's neighborhoods and use the available ARPA funding to enhance community connections.

1.3 ARPA Requirements

This project is being supported, in whole or in part, by federal award number 21.027 - Coronavirus State and Local Fiscal Recovery (CSLFRF) granted to The City of Appleton by the U.S. Department of the Treasury. Contractors are required to follow all federal guidelines related to ARPA spenddown, eligible activities, and reporting as specified in the Uniform Guidance (2 CFR Part 200). Due to the time-limited nature of ARPA funding, consultants must demonstrate their capacity to complete all activities related to this project by June 30, 2026, and all final reporting activities by September 29, 2026.

Further guidance on ARPA regulations can be found in the ARPA Contract Addendum attached to this RFP.

2.0 PROJECT OBJECTIVES

2.1 Project information

This iteration of the Neighborhood Leadership Academy project is intended to reinvigorate connections between neighborhood residents and provide opportunities for education and engagement. Priorities of this project include:

- bring residents from various neighborhoods in Appleton together for engagement and discussion of strengths and challenges,
- increase the effectiveness and sustainability of these neighborhood organizations,
- provide deliverable informational resources that neighborhoods can use beyond the life of the Academy, including but not limited to:
 - resident engagement guides
 - project planning and grant management handbooks
 - organizational development strategy

Deliverables produced will serve as an educational resource for current and future neighborhood leaders. Resources produced should be available for neighborhood members in a digital format with a printable version available. Provide City staff with original documents in editable format in addition to PDF version (e.g. .docx, .ppt, .gpx, .skp, .ai, .shp, .gdb, etc.)

The main goals of this project are to provide neighborhood leaders with information and strategies to build engagement and community within their neighborhoods.

2.2 Scope of Services:

The Neighborhood Leadership Academy is expected to be a multi-session training opportunity for neighborhood leaders, with sessions covering a variety of topics related to neighborhood development. The selected consultant firm will be responsible for the planning and preparation of the Academy curriculum, outreach to neighborhood residents, facilitation and delivery of the Academy sessions, and creation of deliverable educational resources for future use.

Neighborhood Leadership Academy training sessions are expected to be held in person to give participants opportunities for discussion and collaboration, but some remote/hybrid options can be considered. Participation by neighborhood residents in all sessions should be encouraged but not required. Topics covered in the sessions should also be covered in deliverable resources to be shared throughout a neighborhood, to increase the reach of the program.

Due to the time-limited nature of ARPA funding, consultants must demonstrate their capacity to complete all activities related to this project by June 30, 2026, and all final reporting activities by September 29, 2026.

An example of potential project activities and topics to include in the scope of work is listed below. These topics are divided into general categories and represent areas that staff have identified as important aspects of neighborhood development, but are not representative of all potential topics to be covered during the Academy. These topics can be expanded upon or updated to encompass current research and best practices regarding neighborhood organization development, as the consultant sees fit:

- Project Management and Program Development:
 - Project planning and implementation
 - Grant application process, grant tracking, and financial management basics
 - Specifically reference CoA Neighborhood Grant program
- Life Cycle of a neighborhood org
 - Engaging new members
 - Sustaining continuous engagement and building momentum
 - Succession – who takes over neighborhood leader roles
 - Capacity building & organizational development
 - Managing conflict and change within a neighborhood
- Neighborhood Assets
 - Marketing & communications – promoting the neighborhood, organization, events, and neighborhood assets
 - Asset-based Community Development & Asset mapping
 - Gauge interest in and set up neighborhood walk-throughs with City staff, led by neighborhood members to show assets, discuss concerns, etc.
- Engagement and Community Connections
 - Identify and execute growth of neighborhood orgs and bring new neighborhoods into Neighborhood Program – Prior to workshop kickoff
 - Partnership and collaboration with local businesses/community organizations/advocacy groups
 - Working with local city and elected officials
 - Connecting with local schools
 - Schools as a resource/community center space
 - Examples from Appleton neighborhoods
 - Erb Park and Kaleidoscope
 - West Appleton Neighborhood – West High, Wilson Middle School

3.0 PREPARING AND SUBMITTING THE PROPOSAL

3.1 Proposal Content & Organization

A. Title Page

Proposal title, the name of the consultant, Unique Entity Identifier (<https://sam.gov/content/home>), address, telephone numbers, name of primary contact, date of submittal, and other relevant company information. Also include a list and contact information for any sub-consultants and the work they will perform.

B. Proposal Narrative

1. Provide a description of the proposed project and your familiarity with the City of Appleton

2. Describe your organization's experience in similar areas of expertise. Include a minimum of three examples for which your organization executed similar projects and client reference contact information.
 3. Description of organizational structure for the consulting team, along with their availability and experience to support the project.
 4. Provide your project approach, detailed work plan that addresses the scope of services and training sessions, and description of public participation events. Describe anticipated interaction with City Staff. Provide project timeline indicating phases/milestones of the project.
- C. Provide total cost of the proposed project approach on a separate page. Total project cost should include all expenses associated with the plan, including travel and incidental expenses. Provide the billing rate and anticipated hours for staff involved with the budget.

3.2 Selection Criteria:

Proposals will be evaluated and scored by the project evaluation team using the following criteria:

A. Project Approach & Scope:

1. Proposal Quality: Creativity and approach to accomplishing project goals.
2. Scope of work
3. Key project staff
4. Project Cost

B. Ability to Perform

1. Organizational capacity
2. Team experience & qualifications
3. Past projects

3.3 Selection Process:

The project selection process will include the following steps:

1. Project selection team will review proposals based on the selection criteria above and rank submittals.
2. The top consultants will interview and present their proposal to the project selection team. The team will select a consultant to advance in the selection process.
3. The selected consultant will work with the City to develop a final scope and project cost.
4. Contract will be brought before City Council for approval.

3.4 Submittal

Consultants may send completed proposal via email or delivery by hard copy on or before 4:00 PM, Friday, May 10, 2024, to:

Olivia Galyon
Community Development Specialist
City of Appleton
100 N. Appleton Street

Appleton, WI 54911-4799
olivia.galyon@appleton.org

Submittals received after Friday, May 10, 2024, at 4:00 PM will not be accepted.

3.5 Liability

The City of Appleton is not liable for any cost incurred by proposers in replying to this request.

3.7 Contract Terms

The successful consultant will be required to sign a City of Appleton Consultant Services Contract and meet the insurance requirements attached to this RFP.

4.0 CALENDAR

The following is an estimated project timeline and can be amended as necessary. Consultants may submit their own project timelines with differing program dates, provided all project activities are completed by June 30, 2026.

4.1 Project timeline

<u>DATE</u>	<u>EVENT</u>
July 2024	Enter contract with consultant.
Summer& Fall 2024	Consultant carries out activity planning and prep, scheduling and program development, and recruitment and promotion of the project. Recruitment should include targeted outreach and engagement efforts to recruit neighborhood leaders and encourage new participants.
Winter 2024- 2025	Neighborhood Academy begins training sessions.
Spring/Summer 2025	Session continue, implementation/follow-up.
Fall 2025	Prep for second cohort.
Winter 2025-2026	Second cohort session begins.
Spring/Summer 2026	Wrap up programming by June 2026.
September 2026	Complete final reporting requirements.

4.2 RFP Calendar

Listed below are the estimated dates of actions related to this request. In the event the City of Appleton finds it necessary to change any of the specific dates, it will do so.

<u>DATE</u>	<u>EVENT</u>
April 12, 2024	Issue Request for Proposals
April 22, 2024	Question Period End Date – submit questions to main contact
April 26, 2024	Addendum for Question Period Released on City of Appleton website
May 10, 2024	RFPs due on or before 4:00 PM
May 2024	Internal review of RFPs
May 20-24, 2024	Interviews
June 19, 2024	City Council Approval of Contract
July 1, 2024	Enter contract for services with selected consultant; Project kickoff

June 2026

Prepare and submit final deliverables

5.0 EXHIBITS:

Neighborhood Program link on CoA website (<https://www.appleton.org/residents/neighborhood-program>)

Map of registered neighborhoods

Neighborhood Grant Program Infographic

ARPA Uniform Guidance Addendum

Insurance Requirements