



RochesterWorks! and the City of Rochester

2014 Project-Based Summer Work Experience for Youth Ages 14-15 and 16-20

Request for Proposals - Released Wednesday February 12, 2014

***MANDATORY Bidders Conference - 2:30 p.m. Wednesday February 26, 2014, United Way of Rochester,
Eastman Room, 75 College Ave., Rochester, NY***

Proposals due no later than 12:00 p.m. (noon) Wednesday March 12, 2014

BACKGROUND

RochesterWorks! Summer Youth Employment Program (SYEP) and the City of Rochester's Summer of Opportunity Program (SOOP) formally announce a joint effort to assist youth with summer jobs. This solicitation is a collaborative effort expected to help more than 625 youth ages 14-20 secure structured paid work experience this summer.

RochesterWorks anticipates receipt of funds approved by the New York State Governor and Legislature allocated for the purpose of Summer Youth Employment, and the City of Rochester anticipates funding to be received from its general operating fund and the New York State Department of Labor. Total funding for this solicitation is expected to equal **\$800,000**. **RochesterWorks and the City of Rochester may negotiate awards up or down based on the features included in proposals. RochesterWorks and the City of Rochester 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 RochesterWorks and the City of Rochester seek 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, and 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. Advance payment to project operators cannot be guaranteed.

Project-based learning opportunities integrate work-experience and work-based learning, or combine work-based and classroom-based learning activities including e-learning that provide basic skills instruction, research, career exploration, and life-skills training that complement the work experience. Strategic and reasonable inclusion of 24 hours of enrichment activity to include college and work readiness is required. This activity should consist of 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 volunteerism and community involvement, college and/or career path research, and a value statement.

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, SYEP and SOOP staff will refer interested and eligible youth for interviews to project operators selected for funding (*minimum interview standards are being developed by SYEP and SOOP 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 aged 14-15 and 16-20. 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.

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.**

PROJECT THEMES & PARAMETERS

- **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
- **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
- **Multimedia Production** – 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
- **Entrepreneurialism** – i.e. creation and sustainment of a small business (such as website design and maintenance, or other potential self-employment)
- **Leadership and Community Organizing** – i.e. identify an issue important to youth or community and research, strategize, organize, train/educate, advocate and document

- **Community Service** – i.e. identify a specific need in your community/neighborhood, work with neighborhood leaders and/or residents to address this need (within City, alignment with the City of Rochester Focused Investment Strategy (FIS) is encouraged - <http://www.cityofrochester.gov/fis/>)
- **Arts and Youth** – i.e. 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)
- **Other** – Well defined theme of choosing...

With a total budget not to exceed \$1,600 per youth, each project should serve a minimum of 10 youth and run 6 weeks during the period July 7* – August 15, 2014. Projects are sought to operate afternoons, within the hours of 12:00 and 5:00. 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. ****Day one of the project, July 7th, SYEP/SOOP will host a mandatory kick-off event for all projects/youth. Details will come with contract development.***

Proposals must include youth receiving minimum wage (\$8.00) 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 noted, contracts are reimbursement based only. Capacity to administer a reimbursement based contract is essential.***

APPLICATIONS

Proposals will be accepted immediately and ongoing through **12:00 p.m. (noon) Wednesday March 12, 2014 only**. Proposals must be submitted as an email attachment by completing the **2014 SYEP/SOOP Project Proposal Form only**, found at either www.rochesterworks.org or www.cityofrochester.gov. 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.

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)

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 not later than May 23, 2014. Successful applicants will be required to cooperate with RochesterWorks and the City of Rochester to develop further project details as needed.

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

Proposals are to be emailed only to:

John Premo
Youth System Director
jpremo@rochesterworks.org

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.

About the City of Rochester Summer of Opportunity Program

The City of Rochester's Summer Of Opportunity Program is strategically aligned with the City priority areas of Public Safety, Economic Development, and Education, and the program 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.

Posted 02/12/14