

Request for Proposals for Outreach and Application Assistance Services



Important Dates:

RFP Date of Release: December 18, 2023

RFP Responses Due: January 12, 2024, 5:00 PM CST

The Alliance for Economic Development
105 N. Hudson Street, Ste. 101, Oklahoma City, OK 73102

Proposals must be submitted as PDFs sent via email.
Proposals and/or questions may be submitted via email at:

Joseph.Laws@theallianceokc.org

Introduction

On February 14, 2022, The City of Oklahoma City entered into an Operation Agreement with the Alliance for Economic Development of Oklahoma City to develop and manage the City's Coronavirus State and Local Fiscal Recovery Funds Business Support Programs to include assistance in the areas of job training and placement, small business technical assistance and retrofits, minority business assistance, and non-profit assistance for individuals and organizations in Oklahoma City. The Operation Agreement further specified funding into three separate categories of assistance:

- A. Job Training/Upskilling Workforce Development – this includes projects to assist small businesses and individuals to obtain upskilling, training, education, and coaching with a focus on areas such as contractor support, hospitality/customer service, retail, healthcare, digital skills, and manufacturing.
- B. Minority/Disadvantaged Business Support and Technical Assistance – this includes projects to provide assistance to minority businesses with technical assistance with the goal of providing growth among minority owned businesses.
- C. Small Business/Non-Profit Support – this includes projects to assist small businesses and non-profits with ongoing business needs, including but not limited to, loans, grants, technical assistance, “Streeteries”, business retrofits, and legal clinics. This also includes projects intended to build the future capacity of communities for development, including but not limited to, DEI Best Practice training, business district technical assistance, and financial literacy training.

The Alliance used the programmatic and policy recommendations from *The Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY to inform what projects and programs to recommend for funding and how to place equity at the center of the COVID-19 economic recovery.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) reported that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.”

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, The Alliance has funded programming and projects specifically to support and grow Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses and communities.

Supporting Documents:

- [*Oklahoma City Community Economic Recovery & Resiliency Study* \(2021\)](#)

Purpose and Summary

Through the administration of the Operation Agreement, the Alliance has found that provision of Services to Black, Hispanic/Latino, Asian, and American Indian/Alaskan Native communities requires diverse, targeted outreach from individuals and organizations with pre-existing relationships, public credibility, organizational capacity, and trust with community members through a demonstrated history of programming. Therefore, the Alliance is seeking qualified subcontractors to perform outreach and application assistance services to the following communities (“Priority Communities”) in support of the programs and projects funded through the Fiscal Recovery Funds Business Support Program:

- Black
- Hispanic/Latino
- American Indian/ Alaska Native
- Asian

The Alliance is seeking qualified service providers (“Service Providers”) to perform the following activities for residents and businesses in Oklahoma City limits ([see map here](#)):

- Outreach, in-person promotion, target marketing, and increased awareness to Oklahoma City individuals and business owners who identify as being from at least one of the Priority Communities.
- Assistance completing applications and referrals for individuals and business owners who identify as being from at least one of the Priority Communities.
- Flexibility to help the Alliance promote and increase awareness of programs and offerings within Priority Communities to support continuously evolving programmatic needs.

The estimated budget for all outreach and application assistance services will be no more than \$50,000. The Alliance may find it necessary to contract with multiple Service Providers given the diverse, evolving nature of programmatic needs.

In accordance with regulations governing expenditure and obligations of ARPA funds, Services will need to be completed no later than September 30, 2024.

Objectives

The objectives of this RFP include:

- Recruitment and successful enrollment of small, minority-owned businesses¹ from at least one of the Priority Communities into accelerator programs, the Minority Supplier Program, and other business programs and projects contemplated by the Operation Agreement, including those Services rendered by the Alliance and those rendered by its subcontractors.
- Recruitment and successful enrollment of individuals who identify as being from at least one of the Priority Communities and who meet program eligibility (low-income, location, unemployment, underemployment and public benefits requirements) into job training and workforce development programs and projects contemplated by the Operation Agreement, including those Services rendered by the Alliance and those rendered by its subcontractors.
- Increased awareness, knowledge, and access within Priority Communities of programs and projects funded through the Fiscal Recovery Funds Business Support Program.

¹ Minority-owned business is defined, per the Operation Agreement, as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

Qualifications and Experience

The selected Service Providers must be able to demonstrate a track record of performing similar services to Priority Communities, such as rendering community development services, business development services, community programming, community engagement, targeted marketing, in-person engagement, and program promotion. When possible, Services Providers should be able to quantify this performance and provide references.

Service Providers must be able to identify and articulate established networks of individuals and small, minority businesses within Priority Communities. This can be performed by providing a membership list, examples of past events, services, and work, or provision of previously used marketing materials.

Lastly, Service Provider must prove staff capacity to conduct work immediately and in a flexible manner. Services rendered for the Fiscal Recovery Funds Business Support Program must be able to be started “day one” after a subcontractor agreement is executed—there will not be time for Service Providers to “ramp up,” hire staff, create advertising, plan events, etc. Service Providers will render Services only for programs deemed necessary for a specific time period and a specific program of the Fiscal Recovery Funds Business Support Program upon request of the Alliance and The City. Additionally, Service Provider must be willing to collaborate with the Alliance, The City, and other subcontractors, partners, and Service Providers in the Fiscal Recovery Funds Business Support Program.

Proposal Format

Respondents must submit complete responses to all the information requested in this RFP. Respondents who do not respond to the entire content of the RFP may be disqualified.

Written proposals should include, at a minimum, the following information in the order requested:

1. Cover Letter. A letter signed by an officer of the firm or individual, binding the Respondent to all of the commitments made in the proposal. The cover letter should be addressed to Kenton Tsoodle, President and CEO at The Alliance for Economic Development of Oklahoma City.
2. Contact Information. The name, address and contact person of the Respondent submitting the proposal. Please include telephone number, email address and website address.
3. Statement of Qualifications and Experience. Additional information can be in narrative form.
 - Identify the Priority Communities the Respondent has previously worked in and is capable of working in in the future; include a description of the type(s) of networks the Respondent already has established and plans to mobilize for rendering these Services.
 - Summarize the Respondent’s professional history of similar work, organizational mission, background, and relevant experience.
 - Provide the respondent’s execution plan (e.g., staffing plan) to provide services “day one” after an agreement is signed.
4. Fee Proposal. The fee proposal shall include costs associated with the delivery and provision of Services. Total estimated project costs, based on staffing capacity to be able to render services from February 1, 2024, to September 30, 2024. Fee proposal must include costs for the following:
 - a. Coordination Fee—A recurring monthly fee, inclusive of all administrative tasks necessary to support the provision of Services, for coordinating outreach Services to Priority Communities with the Alliance, The City, and other partners. Will encompass approximately 2-3 hours of staff time per month.
 - b. Per Application Fee—A fee to reimburse for Services to potential beneficiaries for each application that is approved by The City for Services. Beneficiaries must represent a small, minority-owned business or an individual from one of the Priority Communities. Will encompass approximately 1-2 hours of staff time per application assisted with.

- c. Event Fee—A fee for staffing public or private events catered to one or more of the Priority Communities. Will encompass staff time on a per hour basis. Will not include cost of event registration, renting a space/booth, food, or printed promotional material (these costs may be reimbursed by the Alliance when approved prior to expenditure).
5. Insurance Documents. Documentation of insurance coverage required for this Request for Proposal, including Proof of Professional Liability Insurance, General Liability Insurance, Workers Compensation and Auto Insurance.

RFP Timeline

RFP Release: December 18, 2023

Deadline for Proposal Responses: January 12, 2024, at 5:00 PM CST

Compensation of Services

The City of Oklahoma City plans to spend no more than \$50,000 of ARPA funding for continued outreach and application assistance Services.

Policies and Regulations

The Consultant providing services under this contract service category must follow all regulatory guidance pertaining to the SLFRF issued by the U.S. Department of Treasury, including the [Final Rule](#) and [Compliance and Reporting Guidance](#). Furthermore, any other federal, state, or local legislation that dictates requirements for spending ARPA funds must be adhered to as well. Respondents are strongly encouraged to read these regulations prior to submitting their response to this RFP.

The Alliance shall, in compliance with federal law and regulations, require each contracted organization provide regular reports, backup documents, or information in regards the expenditure of any ARPA funds, including information about funds expended, the population served, and/or narratives or statistics demonstrating program success. Such reports, backup, or other information may be necessary for the Alliance and The City of Oklahoma City to comply with federal regulations and reporting requirements under the American Rescue Plan Act and Part 200 of the Uniform Requirements for federal funding.

The Alliance reserves the right to withhold any disbursement of funds if any requests for reports, backup, or other information are delinquent. More information on reporting will be provided at the time of award.

Evaluation Criteria

Respondents will be evaluated based on the following criteria:

1. Demonstrated track record and history of performing similar services to Priority Communities in support of similar projects and programs.
2. Nature (i.e., business or individual), size, diversity and history of established network(s) within Priority Communities.
3. Execution plan to perform services immediately and remain flexible to execute throughout the terms of this contract.

Furthermore, Respondents will be evaluated on understanding of the requested services, technical proposal, adequacy and adherence to all rules and regulations governing the American Rescue Plan Act

(ARPA) as established in Sections 602 and 603 of the Social Security Act, and the provisions of the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200) (the Uniform Guidance), including the cost principles and restrictions on general provisions for selected items of cost.

The Alliance reserves the right to reject any and all responses, to amend this RFP and the process itself, or to discontinue the process at any time.

Right to Reject

The Alliance reserves the unconditional right, at their sole discretion, to reject any or all proposals submitted for any reason or no reason. They may, at their discretion, waive any informalities, minor defects, or technical inaccuracies in the proposals. They reserve the right to request and obtain any additional information necessary to complete evaluation of the proposals.

Title VI of the Civil Rights Act of 1964

Under Title VI of the Civil Rights Act of 1964, no person shall, on the grounds of race, color, creed, religion, sex or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

Anti-Lobbying

Respondents and selected Service Providers agree that it or any agent or agency thereof, will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. § 1352.

Conflicts of Interest

Service Providers and no other officer, employee, or agent of Service Providers who exercises any functions or responsibilities in connection with the planning or carrying out of the Scope of Work, shall have any personal financial interest, direct, or indirect, in this Agreement. Respondent shall take appropriate steps to assure compliance with this Section.

Responses may be submitted via email at joseph.laws@theallianceokc.org.