

2022

**Summer Programming & Park
Activation
Request For Proposals**

ORIENTATION

CITY OF EAST PALO ALTO

JANUARY 20, 2022

Agenda

Welcome and Introductions

Request for Proposal Review

- What we are seeking?
- Eligibility Requirements?
- Scope of Work
- Insurance Requirements

Funding Availability

Submission Requirements

Q&A

Introductions

PLEASE STATE YOUR NAME AND ORGANIZATION/COMPANY YOU ARE REPRESENTING

RFP: What are we Seeking? The best activities for our Residents!

The project goal is to **activate every City-owned/operated park & facility** in East Palo Alto with **sports and activities for youth and/or families** during the summer of 2022.

The purpose of activating the parks with programming is for residents to have access to free and fun **activities that promote healthy living for all.**

All programming should have a ***two-track plan*** for both remote/ fully distant activity, and in-person activity.

Eligibility Requirements

Proposals **must** be submitted by a **501(c)3** or **legal business entities (Sole Proprietorship, LLC, Corporation, and/or Partnership(s))** that can effectively support the City's efforts to conduct summer park and recreation programming for Youth & Families.

Organizations **must** possess a valid City of East Palo Alto **business license** and be in good standing.

Organizations **must** possess Insurance requirements that meet the City of East Palo Alto criteria for small to micro businesses

Workers compensation is required for organizations that meet the criteria of one or more employees (not including ownership)

Scope of Work

For the purpose of conducting activities in City parks and facilities, the Scope of Work includes **Community Outreach and Engagement**, a **Recreation/activity program design, report** and/or document preparation, and **Project Management**.

Grantees are encouraged to present a robust summer program for Youth & Families in their proposal. The Grantee proposal should **clearly identify deliverables for each activity**. Successful Grantees shall have a thorough understanding of programming in parks and facilities.

Chosen organizations will be required to collaborate with the City and/or other organizations to conduct established programming such as Family Night on designated dates beginning in June.

Scope of Work (continued)

1. Project Management

- A. **Project Kick-off Meeting:** Meet with the Community Services staff to identify project milestones, refine the scope of work, confirm timeline, clarify specific roles and responsibilities and identify project resources.
- b. **Project Management:** Identify tools and methods that will be used to keep the project moving on time and within budget. Grantee should anticipate meetings with City staff throughout the project, including regular conference calls and in-person meetings at key project milestones.

Scope of Work (continued)

2. Community Outreach and Engagement Strategy

- a. **Community-at-large:** The Grantee is expected to recruit Youth & Families for their specific activities. **A community outreach plan is required.** Working with staff, the Grantee will identify a strategy for community involvement that maximizes input from a variety of stakeholders. Other duties will include preparation of meeting materials, meeting presentations, and summaries of each event/meeting/online activity.
- b. **Council Hearings:** Develop and assist in presentations for recommendations to City Council on summer programming. Assume to attend at least two City Council meetings.

Insurance

Required to Participate

Commercial General and Automobile Liability Insurance- ONE MILLION DOLLARS (\$1,000,000.00)

Workers' Compensation (if necessary)- ONE MILLION DOLLARS (\$1,000,000.00)

Abuse and Molestation Liability Insurance- ONE MILLION DOLLARS (\$1,000,000.00)

Primary and Non Contributory coverage for Commercial General

A certified endorsement must be attached to Commercial General policy stating that coverage is primary insurance with respect to the CITY and its officers, officials, employees and volunteers, and that no insurance or self-insurance maintained by the CITY shall be called upon to contribute to a loss.

Funding

WHAT'S AVAILABLE?

Award Amount for RFP

Last year, the award amount ranged from \$7,000-\$10,000 per proposal based on criteria below.

- Execution: Completed stated programming as proposed
- Collaboration: Ability to connect with partner organizations or the City to host events and/or extended opportunities for residents
- Engagement: Participation will be a main driver in determining success of programs

We plan to award 10-12 organizations between \$10,000-12,000 based on criteria above.

Submission Requirements

DEADLINE: MONDAY, FEBRUARY 7, 2022 AT 5PM.

Required Documents for Proposal

The ***submittal shall be prepared in an 8 ½" by 11" format***, limited to five (5) pages but no less than four (4) pages, not including brochures.

1. **Cover Letter:** State the organization/individual interest and commitment of personnel to conduct programming beginning the week of June 20, 2022 to August 19, 2022.
2. **Approach and Understanding:** Describe your understanding of programming that you are requesting to implement along with a description of the process/approach to be used in community engagement and providing the service.
3. **COVID-19 Protocol:** To provide the best possible services for residents in the City, please include no less than one (1) page of your Operations plan as it pertains to the COVID-19 pandemic and remote programming.
4. **Work Plan and Schedule:** Explain in detail a proposed programming schedule, including all anticipated tasks and deliverables to address the RFP scope of work.

Required Submission Attachments

5. **Project Team:** Prepare a diagram demonstrating roles and relationships of key staff assigned to the project. Provide a current fee schedule of proposed compensation rates .
6. **Firm and Personnel Experience:** State the qualifications and experience of the organization/individual(s).
7. **Resumes:** List and provide resumes for committed individuals who will be assigned to the summer program.

Send all documents to the Community Services & Recreation Division:

Attn: Maurice Baker, *Recreation Programs Coordinator*

2415 University Avenue, East Palo Alto, CA 94303

Email: mbaker@cityofepa.org

Important Dates

Request for Proposal Issued Wednesday, January 5, 2022

Mandatory Information Sessions Tuesday, January 11, 2022

Final date to Submit Questions about this RFP Friday, January 21, 2022

City Issues Responses to Written Questions Tuesday, January 25, 2022

Proposal Due Monday, February 7, 2022

Interviews February 10-11, 2022

Selection and Completion of Contract Negotiations Friday, February 18, 2022

Successful Candidate's Begin Work Monday, June 20, 2022

**We look forward to hearing
from you!**

QUESTIONS???