



PIEDMONT TRIAD REGIONAL COUNCIL

REQUEST FOR PROPOSALS

To Provide:

**Community Needs Assessment in 22
Identified Census Tracts in Forsyth
County, NC**

Requested By:

Piedmont Triad Regional Council
1398 Carrollton Crossing Drive
Kernersville, NC 27284

September 27, 2024

TABLE OF CONTENTS

1.	SUMMARY AND BACKGROUND.....	3
2.	PROPOSAL GUIDELINES.....	4
3.	PROJECT SCOPE OF WORK	5
4.	PROPOSAL FORMAT	6
5.	EVALUATION CRITERIA.....	7
6.	PROPOSAL TIMELIME	7
7.	PROJECT TIMELINE	8
8.	BUDGET	8
9.	PROPOSAL EVALUATION	8
10.	ADMINISTRATIVE INFORMATION.....	9

1. SUMMARY AND BACKGROUND

The Piedmont Triad Regional Council (PTRC) is currently seeking and accepting proposals from qualified consultants to construct a comprehensive Asset Mapping Plan for identified census tracts in Forsyth County, North Carolina. This project is grant funded through the Appalachian Regional Commission (ARC) and the purpose of the project is to create connections and bridge gaps between those with the greatest need and service providers seeking to make workforce development and supportive services available. The grant will be administered by the PTRC. The purpose of the asset map is to compile all available resources for economic mobility, workforce development, and needed supportive services.

The Piedmont Triad region is a blend of rural and urban communities within the north-central portion of North Carolina, and the PTRC proudly serves the area. The PTRC provides technical assistance and facilitates collaboration among partners to implement successful strategies and achieve regional goals. The asset mapping and implementation plan for these efforts will not only help to create connections and identify needs, but will also provide introductions to any other non-profit or community-based organizations that could extend resources.

This project will serve 22 communities in Forsyth County. Forsyth County sits in the central Piedmont region of North Carolina, and ranks as the fourth most populous county in the state with approximately 380,000 residents. However, Forsyth County is one of the most challenging counties to be born into regarding economic mobility. Based on studies, children who grow up in low-income households in Forsyth County's distressed areas are less likely to escape poverty as adults. This grant will enhance and scale workforce programming (training, employment, and supportive services) by strengthening partner connections and community impacts.

Though designated as a transitional county by the ARC, Forsyth County has 22 distressed census tracts which highlight extreme inequities across the county. Connecting these communities who are most in need with those opportunities is critical for implementing true equitable change in our region. The project will include the following Census Tracts:

Census Tract	Census Tract Name	% Poverty Level	Median Household Income	Per Capita Income
37067002702	27.02	19.1%	\$38,199	\$24,297
37067001700	17	20.6%	\$40,343	\$21,488
37067002806	28.06	21.10%	\$36,776	\$21,859
37067001500	15	28.2%	\$40,015	\$17,090

37067001400	14	31.5%	\$33,791	\$13,699
37067002002	20.02	32.2%	\$31,190	\$17,919
37067001901	19.01	32.9%	\$26,264	\$16,665
37067000302	3.02	33.8%	\$25,759	\$19,584
37067001602	16.02	35.7%	\$19,653	\$17,212
37067002001	20.01	37.4%	\$27,373	\$16,268
37067003701	37.01	37.4%	\$29,242	\$19,691
37067000700	7	39.3%	\$25,227	\$14,824
37067003500	35	41.2%	\$26,354	\$17,285
37067000301	3.01	44.1%	\$19,352	\$15,812
37067000600	6	45.3%	\$28,293	\$12,939
37067000400	4	51.3%	\$25,519	\$13,202
37067000802	8.02	53.5%	\$21,910	\$8,390
37067003404	34.04	54.6%	\$32,348	\$14,755
37067000500	5	56.3%	\$16,223	\$14,849
37067000801	8.01	71.5%	\$11,027	\$4,947
37067002704	27.04	Insf. Data	Insf. Data	Insf. Data

US Census Bureau; American Community Survey Data 2022

2. PROPOSAL GUIDELINES

This Request for Proposal (RFP) represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST November 22nd, 2024. Any proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and amounts.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Piedmont Triad Regional Council and will include scope, budget, schedule, and other necessary items pertaining to the project.

The point of contact for this project is Alexis LaBonte, Strategic Initiatives Coordinator at the Piedmont Triad Regional Council. Prospective firms may make inquiries to obtain clarification of the requirements contained in this RFP. All inquiries must be submitted and a response will typically be issued within three business days.

Final proposals should be emailed to alabonte@ptrc.org or delivered to:

Piedmont Triad Regional Council
ATTN: Alexis LaBonte
1398 Carrollton Crossing Drive
Kernersville, NC 27284

3. PROJECT SCOPE OF WORK

The scope of this project is centered on the resource creation to empower the 22 Census Tracts in Forsyth County with objectives and strategies to develop a community plan of action to address the identified gaps with the priority of those in these distressed census tracts. To achieve these goals, the PTRC recognizes the need for a well-structured Comprehensive Asset Mapping Plan to guide efforts over the next three to five years.

The selected bidder will be responsible for the following key tasks:

1.) Assessment and Needs Analysis:

- Conduct a comprehensive assessment of current status and resources of the identified census tracts.
- Determine the goals, programs, and connectivity challenges across Forsyth County organizations focused on related aspects of economic mobility.
- Assess anticipated challenges including marketing/outreach, weak referral networks, saturation of services in one aspect, gaps in another.
- Planning steps are to be completed in the first 210 days of awarded contract.

2.) Plan Development:

- Begin research of available programs and services
- Develop a dashboard of services that identifies gaps based on the asset mapping process
- Determine existing resource connectivity and identify potential opportunities for improved connectivity.

- Develop a draft plan for implementation to connect service providers with distressed census tracts. Proposed components pieces of Implementation Plan to include:
 - Data-sharing methodology
 - Short- and long-term strategies for collaboration across partners
 - Referral opportunities
 - Plan for on-site outreach
 - Long term connectivity strategy across network
- 3.) Community Engagement:
- Engage with a wide range of stakeholders, attend partnership meetings around workforce development, poverty, economic mobility, etc.
 - Build out partnership networks
- 4.) Communication and Reporting:
- Provide regular updates and progress reports to the PTRC and relevant stakeholders regarding project development and milestones.
 - Conduct evaluations of the plan’s impact and effectiveness to adapt strategies and recommendations as each county presents different strengths and challenges.

4. PROPOSAL FORMAT

Proposals should be limited to 15 numbered pages or less, including a cover letter that identifies a main point of contact and all their contact information. The following format is not required but is encouraged to provide consistency between proposals, ensuring equitable evaluation and comparison. If the format is modified, please include the following information at a minimum.

Project Approach

Describe your team’s mission, goals, and mindset for approaching this project and how that ensures a successful implementation. With the overarching goal of increasing economic mobility in distressed communities, be sure to deliver details on how each task will be executed, along with recommendations to maximize efficiency and effectiveness with digital access, digital skills, and digital adoption.

Relevant Project Experience

Provide a summary of your experience with similar projects, including location and client contact information. Specify the services provided and the overall support and benefits your staff members coordinated. Web or document links to recent plans and past work, if available, may be included within this section.

Project Team

Supply an organizational chart identifying all staffed projected to be assigned to the Project, including any sub-consultants, defining roles, responsibilities, and task assignments of each member for the project duration.

Professional Qualifications

Provide relevant experience, qualifications, and credentials of all personnel assigned to the Project.

Plan for Completion

Prepare an outline of the Project schedule to remain within the timeframe and proposed budget. Include project workloads, staff availability, and milestone projections for a draft and final plan.

References

List contact information for at least three references for clients or industry professionals familiar with your work.

5. EVALUATION CRITERIA

Proposals should address all aspects of the RFP and express a clear understanding of the requirements and qualifications to conduct these services all throughout the Piedmont Triad region. Evaluation of proposals will be performed by PTRC staff. Proposals will be scored on the firm's ability to meet all requirements of this RFP.

Evaluation criteria may include, but not limited to:

- Project approach and demonstration of understanding the goals and need for this project.
- Familiarity with the nature of and challenges specific to the Piedmont Triad region and community stakeholders.
- Creative methods and quality of deliverables that can easily be accessed and utilized across different mediums such as: hard and digital copies, outreach material for the PTRC website and social media, and formal reports encompasses current and ongoing processes.
- Credentials and availability of staff assigned to the Project.

Candidate firms may be asked to present their proposal to PTRC staff before the final selection is made. Final selection and contracting will be subject to approval by PTRC.

6. PROPOSAL TIMELINE

To ensure adequate selection, apt time for proposal review and revisions will be scheduled and included in the contractual agreement. All meeting materials (agenda, presentations, handouts, maps, etc.) will be submitted for review prior to scheduled meetings.

All proposals in response to this RFP are due no later than 5:00 pm EST November 22nd, 2024.

Evaluation of proposals will be conducted from November 25th, 2024 until December 6th, 2024. If additional information or discussions are needed with any bidders during this two-week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than December 13th, 2024.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed no later than December 20th, 2024.

Notifications to bidders who were not selected will be completed by December 6th, 2024.

7. PROJECT TIMELINE

Upon firm selection and signing of contractual agreement(s), a notice to proceed with the initiation phase and begin the project will commence.

8. BUDGET

All proposals must include costs forecasted to complete the tasks described in the scope of work. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Implementation Costs Projection	NRC	MRC
Project Staffing and Planning	\$	\$
Research and Reporting Needs	\$	\$
Community Outreach and Travel	\$	\$
Program Supplies	\$	\$
Marketing Materials and Professional Services	\$	\$

*NOTE: All costs and fees must be clearly described in each proposal. Attaching additional budget items or a reformatted budget that still includes all items above is welcomed.

9. PROPOSAL EVALUATION

PTRC will be evaluating consultants responding to this RFP on the following basis:

Category	Criteria	Percentage
Respondent Profile	<ul style="list-style-type: none"> - Overall Process and work approach. - Demonstration of experience serving and conducting outreach with underserved populations and communities. - Staff qualifications and experience delivery relevant scope of work activities. 	35%

Partnership Strategy	- Demonstration of ability to collaborate with local governments, community-based organizations, and local/regional partners.	30%
Digital Connector Strategy	- Robustness of leveraging digital connectors within previous/current work and projects.	15%
Budget	- Clear and reasonable budget is presented.	10%
Timeline	- Clarity and effectiveness of projected agenda.	10%

10. ADMINISTRATIVE INFORMATION

The following administrative information should be considered and referenced upon proposal submission:

- All proposals become property of PTRC upon submission and will only be returned at PTRC's option. Any restrictions on the use of the data contained within, must be clearly stated in the proposal.
- The costs of preparing, submitting, and presenting a proposal is at the sole expense of the consulting firm. PTRC is not liable for any costs prior to issuance of a signed contract.
- PTRC reserves the right to reject any and all proposals, to consider alternatives, to waive irregularities, and to re-solicit the RFP.
- PTRC reserves the right to cancel the RFP in part or in its entirety. This solicitation of proposals in no way obligates PTRC to award a contract.
- PTRC makes no guarantee to any proposing firms until such time PTRC approves the negotiated contract.
- All proposals must be valid for a period of 90 days after the due date.
- The contents from the selected firm will become contractual obligations if a subsequent agreement is reached. Failure of the selected firm to accept these obligations may result in cancellation of the award.
- PTRC will provide information and assistance with this project where available. PTRC will be the primary point of contact with all county and municipal governments. PTRC staff will present the final plan to the Board for endorsement and approval.

