

Provider Application: Construction Works

I. OVERVIEW

The New York City Center for Economic Opportunity (CEO) was established by Mayor Michael R. Bloomberg to implement innovative ways to reduce poverty in New York City. CEO works with City agencies and providers to design and implement evidence-based initiatives aimed at poverty reduction. CEO oversees and evaluates all of its programs to determine which are successful in reducing poverty and increasing economic stability among New Yorkers.

Several of the communities that suffered the brunt of hurricane Sandy are also communities with high rates of poverty and unemployment. Local rebuilding efforts are expected to generate new construction employment opportunities. CEO, in partnership with the Mayor's Fund to Advance New York City (MF), is seeking qualified providers to connect NYC residents to appropriate training and construction jobs related to rebuilding in storm affected communities.

II. PROGRAM DESCRIPTION

Construction Works will provide private grants through the Mayor's Fund to organizations to prepare and place individuals into construction and related rebuilding jobs.

Providers are expected to develop strong connections to construction firms and identify openings for construction-related employment. Providers will also recruit and train job seekers, including providing soft-skills, OSHA and other occupational training as necessary to ensure that participants are adequately prepared to enter targeted jobs. Service providers will work with employers in construction and related firms to obtain labor market intelligence that will offer providers and the City with a better understanding of the types of jobs available, requirements, and types of firms seeking labor.

KEY PROGRAM ELEMENTS

- Recruit job seekers, with a priority for low-income New Yorkers (18+) and those from the storm-affected areas. (Several city agencies and providers have employed local residents in short-term clean-up activities; these participants may be good candidates to transition into construction positions).
- Work with job seekers to ensure they are job ready, including offering short-term training and certification.
- Identify construction job opportunities and place participants in construction jobs.

Funds from this solicitation may be used to advance these goals through increasing staff dedicated to job development, providing new job preparation and training services or expanding existing services, and other needed programmatic services to meet the described service objectives.

Programs are expected to begin service delivery rapidly. Providers should propose programs at a budget of \$100,000-\$300,000 depending on the program's scale.

III. Construction Works Proposal Narrative

Proposals should address the following criteria in describing the proposed intervention to prepare and place New Yorkers in Sandy rebuilding opportunities:

EXPERIENCE:

- Providers should demonstrate workforce development experience, with a strong preference for construction-related experience.
- Providers should have experience preparing low-income New Yorkers for construction and related careers including both soft skills and occupation-specific skill training.

TARGET POPULATION:

- Service providers will be responsible for selecting low-income and unemployed NYC residents aged 18 and over, with preference to proposals that reach residents from storm-affected areas. Providers should explain their strategy to adequately recruit the target population for services.
- Providers should propose a rationale for the selected hurricane-affected neighborhood to be targeted

SERVICES:

- Job Development: Providers will develop employer relationships and seek job opportunities that serve to rebuild public or private spaces in Sandy-affected neighborhoods. Applicants should describe their job development approach and the expected jobs to be targeted, as well as expected wages for placed participants.
- Employment Preparation: Providers will offer work readiness services and occupational training, tailored to participant and employer needs. Other support services that participants will be offered should also be described.
- Job Placement: Job placements should contribute to rebuilding communities in need. Jobs that pay good wages, have opportunity for advancement, and provide benefits are preferred.
- Outcomes: Describe expected service levels, including estimated numbers to be served, trained and placed in employment.

PROGRAM REPORTING REQUIREMENTS: Selected providers will be required to track and report on the following performance and outcome information:

- Description of the services provided and participants' performance in the program.
- Submission of monthly progress reports and quarterly data reports: The monthly progress reports provide a brief narrative detailing the activities and accomplishments made during the reporting period, program challenges and proposed solutions, and next steps. The quarterly reports provide detail on employer engagement, participant demographics, program performance and outcome metrics and performance toward targets.
- Follow-up: Three and six months following participant job placement, service providers will report on the number of participants subsequently retained in employment.
- All providers are required to participate in on-going CEO monitoring and evaluation activities, which may include site visits, collaboration with independent evaluation firms, and other related activities to ensure the program is having its intended benefit.

Selection Criteria

- CEO will select service providers based on the quality of services offered to participants, knowledge and expertise of the target population and targeted employers, and quality of the proposed job development and job placement services. CEO may negotiate the number of participants, and costs with the service provider.
- Preference will be given to providers whose proposals are determined to be the most advantageous to the City, taking into consideration number served, demographic population targeted, service quality, history of providing said service, and geography as well as such other factors or criteria that are set forth in this application.

Program Scoring

The table below shows the maximum amount of points allocated to each section of the proposal.

Scoring Criteria	Score
Relevant Experience	30
Description of Participants	10
Proposed Job Preparation/Training	25
Job Placement Strategy	25
Budget	10
TOTAL	100

PROVIDER PROPOSAL

A narrative proposal of no more than 5 pages single-spaced should be submitted. The narrative should respond to all of the key areas addressed in Section II above under "Program Description".

Organization Name:

Primary Contact Information:

Name: _____

Telephone Number: _____

Email: _____

Proposed Number of Program Participants: _____

Program Description:

Please describe the proposed program. Proposal should address each of the points below:

1. Organization Relevant Experience

- The organization and its relevant workforce services, including major participant outcomes.

2. Description of Program Participants

- Number to be enrolled, number expected to receive training, number expected to complete training, and number to be placed in employment.
- Target population demographics (age, income level/ employment status, geographic location, minimum education level, and any other characteristics).
- Describe how participants will be recruited and screened for the program.

3. Description of Proposed Construction Works Program:

- Hurricane-affected neighborhood of interest, and rationale for its selection.
- A description of the employers to be targeted and the expected employment opportunities and wages.
- Description of the job development strategies to be utilized.
- A description of proposed work readiness activities to be provided and any ancillary support and supervision that will be provided to participants.
- A description of the work skills developed through proposed initiative, and of the hard skills training to be provided (and resulting certifications if applicable).
- A description how you will ensure participant health, safety, and security during program participation and how they will be prepared for safety in the workplace.
- Describe any existing relevant relationships with employers, industry associations, or others specifically related to rebuilding in the storm affected communities.

4. Proposed Budget

Please provide a budget and budget narrative for the proposed initiative, showing the breakdown of proposed costs. Clearly indicate what program aspects, if any, will be provided in-kind.

Submission

Applications will be considered as they are received and until funds are expended. Providers are encouraged to apply quickly in order to start services as soon as possible. Programs can propose start dates as early as March 2013.

All applications must be submitted electronically to CEO@cityhall.nyc.gov with the subject line "Construction Works Application."

For questions regarding the program and application process, please write to CEO@cityhall.nyc.gov.