

**Mayor's Fund to Advance New York City Request for Proposals:
Program Evaluation Research Vendor**

Application Release Date: February 16, 2024
Application Due Date & Time: March 5, 2024
Anticipated Contract Term: 5 months
Anticipated Award: \$79,200
Announcement Date: March 25, 2024
Maximum Number of Contracts Awarded: 1

Questions:

Questions regarding this application must be transmitted in writing to fundRFP@cityhall.nyc.gov by :
February 19, 2024. Answers will be posted on www.nyc.gov/fund on or before: February 23, 2024.

The Mayor's Fund to Advance New York City, in support of the Center for Innovation through Data Intelligence, the Administration for Children Services and the Department of Education, seeks a research vendor to conduct interviews and surveys to evaluate a pilot program for students experiencing homelessness. The program "Every Child and Family is Known" (ECFIK) is designed to improve access to resources and educational outcomes for students in shelter.

The following is a project description:

ECFIK is a school-based intervention that pairs a "Caring Adult" with a student in shelter and meets with them daily and their families weekly. The primary purpose of these meetings is to develop relationships and ensure the family accesses needed services, including support and benefits needed for the student to achieve school success. This program includes 300 staff members, along with 650 students and their families, spanning students attending elementary school, middle school, and high school in the Bronx.

I. EVALUATION DESCRIPTION

The Center for Innovation through Data Intelligence (CIDI) will collaborate with a research vendor and assist with designing and analyzing the evaluation of the ECFIK program. The main goal of this study is to understand whether the program was impactful to students and their families. CIDI is interested in understanding the program components that were meaningful to recipients and participating staff. The evaluation will help us to identify the strengths and weaknesses of each approach. CIDI needs consultants to assist in: designing of the instruments, conducting surveys, focus groups, or interviews as appropriate, and an analysis of findings.

The following primary research questions include:

- What kinds of services were most relevant to addressing the needs of students and their families living in shelter?
- What was the most important approach to addressing the needs of students?
- What was the most important approach to addressing the needs of families?
- Did the program provide access to needed resources?
- What kinds of services mattered the most to students and their families?
- Were staff knowledgeable and supportive to help participants navigate and access services?
- How do participants and staff feel we could increase the effectiveness of services?
- What have participants and staff been able to do as a result of this program?
- How has participation in the initiative impacted program staff understanding of homelessness or its impact on students?
- How did school communities implement the ECFIK initiative?
- How do school communities describe the impact of the ECFIK initiative?

II. EXPECTED DELIVERABLES

The following services are expected to be provided by the research vendor:

1. Advise on consent forms, IRB applications, and instruments for interviews, focus groups, and surveys.
2. Conduct approximately 5 focus groups, 10 interviews, and 2 surveys which will include program staff, students, and parents/caregivers.
3. Distribute financial reimbursement for interviews.
4. Prepare findings from focus groups, interviews, and surveys for a CIDI review.

III. PROPOSAL INSTRUCTIONS:

Interested research vendors are invited to submit a proposal for this solicitation. A proposal review committee (Committee) will review proposals, and based on proposal scores the Committee may request supplemental documents following the interview and presentation.

Proposals should include:

- A. **Evaluator’s narrative description of relevant experience and expertise, and proposed evaluation approach**
 - Relevant experience and expertise: vendor should demonstrate familiarity with relevant evaluation methodologies, issues areas, populations, and/or with relevant organizations and programs in New York City.
 - Evaluation approach should include the overall approach and methodology to address research questions, equity and participatory research strategies, and general approach to complete deliverables laid out above.
- B. **Staffing Plan**, which should include brief descriptions of the vendor team’s makeup and diversity, as well as key staff’s relevant qualifications.

C. **Availability/Timeline**

D. **Budget (separate attachment)**

- The budget table should be broken out by New York City fiscal year (July 1 – June 30) and by task.
- The budget should include a strategy for incentives/compensation for participant time in research activities, if applicable
- The budget narrative should describe how the proposed budget aligns with the overall evaluation plan and how staff will be assigned to different tasks.

E. **Resumes of key staff** (separate attachment)

IV. APPLICATION EVALUATION

The selected vendor must have extensive knowledge and experience successfully providing evaluations that are substantively similar in nature, quality, and complexity to the services described in this mini-bid competition. In this competition, the technical score will be based on the following criteria:

1. Quality of Successful Relevant Experience/Expertise (of firm and/or research team) a. Evaluation methodologies including surveys and interviews. b. Relevant issues areas, populations, service strategies, and/or with relevant organizations, programs, and communities in New York City	40 points
2. Quality of Proposed Approach a. Overall approach and methodology to address research questions. b. Deliverables c. Staffing Plan	50 points
3. Cost and Resource Allocation a. Budget narrative	10 points

V. TASK ORDER TERM AND CONTRACT AMOUNT

The term of the task order will begin April 1, 2024 and conclude by August 30, 2024. The budget for this project is estimated to be up to \$79,200. The exact payment and work plan will be negotiated with the selected group.