

# Request for Proposals

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## Employment, Advancement & Retention Network (EARN) Impact Evaluation RFP

**Release Date:** October 12, 2023

**Proposals Due:** Submissions will be accepted until October 26, 2023 by 5:00PM ET

### Submission Details

All applicants are required to submit a [Notice of Interest Survey](#) before 5:00PM ET on October 19, 2023 to be approved to submit a full application to this request (See page 4 for more details).

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Applications must be submitted electronically, with the subject line “EARN – Impact Evaluation” to:

**Contact:** Marcus Hall, Director of Workforce Operations

**E-mail:** [workforceoperationsrfp@philaworks.org](mailto:workforceoperationsrfp@philaworks.org)

## Introduction

Philadelphia Works, Inc., the city's workforce development board, is a non-profit, quasi-public organization serving employers and connecting career seekers to employment and training opportunities. We invest public resources in a variety of workforce solutions that drive economic growth, influence the public workforce policies, and optimize funding and resources to build a skilled and thriving workforce. For more information, please visit our [website](#).

### A. Background and Purpose

Philadelphia Works, Inc. (PhilaWorks) announces the release of funding to an organization interested in assessing the financial health of TANF-recipient PA CareerLink® Philadelphia customers entering and exiting the Employment, Advancement & Retention Network (EARN) program. PhilaWorks is looking to contract with a consultant to assist with analyzing internal and external quantitative and qualitative data to assess what and how program components improve a customer's financial health of the EARN program.

PhilaWorks' Employment Advancement and Retention Network (EARN) provides job-search assistance, guidance, and support to its participants. EARN is comprised of a dedicated staff at each PA CareerLink® Philadelphia center that are committed to helping participants achieve their goals. Program participants create a plan of action to gain employment and are offered guidance toward empowerment and self-sufficiency. Resources such as computer labs, life-skills workshops, on-site recruitment events, and individualized attention are all utilized to ensure that success is *EARNed*.

Each EARN Provider is responsible to ensure that all services rendered to customers in the EARN program are accurately documented and coded in the required system of records that include the Commonwealth Workforce Development System (CWDS) Any service rendered to EARN Customers must be paired with the appropriate services and activity codes established in the Department of Human Services (DHS) EARN Program Policy and Procedures Manual within the required allotment of time.

The EARN Program is funded by the Pennsylvania Department of Human Services through TANF (Temporary Assistance for Needy Families). Participants must have children and be referred to this program by the County Assistance Office (CAO).

### B. EARN Program Overview

Employment Advancement and Retention Network (EARN) is designed to provide a range of services to meet individuals' needs, including access to education and training opportunities to move clients toward family economic stability. The program is based on human-centered design and includes a combination of case management, coaching, licensed counseling, and peer-to-peer experiences to develop a career pathway through job placement and job retention goals for the participants referred from the County Assistance Office (CAO).

Human-Centered Design is a framework for systems and services that places the needs and problems of those accessing the systems or services at the forefront. It allows individuals or teams who design the systems and services to use empathy and creativity to understand the individual, their needs, and problems from their perspective to create plans for solutions to meet their goals.

CAO staff will determine eligibility for the EARN program and refer clients to EARN based on CAO policy and procedures. CAO staff will complete the Agreement of Mutual Responsibility (AMR) with hourly requirement based on household composition.

Individuals eligible for Temporary Assistance for Needy Families (TANF), Extended Temporary Assistance for Needy Families (ETANF) in areas where there is no Work Ready provider, and ineligible for or declining Diversion, may be referred to the EARN contractor.

### **C. Contract Period and Awarding of Funding**

The contract awarded will be issued for a 12-month period, December 1, 2023 – November 30, 2024. The selected organization must be ready to begin upon receipt of award. Applicants must have a project lead in place who can commit at least 15 hours a week to this project to be considered for funding. All proposed budgets should not exceed \$100,000 for the grant period. Philadelphia Works, Inc. reserves the right to negotiate the costs of all services upon award selection.

Selected providers must track and document all costs associated with their activities and submit these to Philadelphia Works, Inc. on a regular basis. Consultant will be paid based on meeting mutually agreed upon deliverables.

The Employment, Advancement & Retention Network (EARN) Impact Evaluation RFP is supported by the U.S. Department of Human Services. An award total of \$100,000, or 100% of the EARN Impact Evaluation Request for Proposal is financed with federal funds.

### **D. Scope of Work**

The selected organization will use a variety of continuous quality improvement tools to assist PhilaWorks with better understanding how the EARN program improves a customer's financial health. PhilaWorks is looking to measure four key programmatic areas: Program quality, Customer engagement, Customer outcomes, and Long-term developmental growth.

In each of these areas the consultant will assess these quality measures, identifying the tools that will be used to measure them. For example:

1. Program quality: Measures could include the proportion of classes that use evidence-based teaching strategies and skill building, efficiency of program organization and structure, and quality of social environment using a pre-defined rubric.
2. Learner engagement: Measures could be collected through staff and facilitator surveys about specific customer goals that are aligned with program goals.
3. Learner outcomes: Measures could include the percentage of customers who met their goals and feel a new sense of confidence and self-sufficiency within their lives.

### **E. Priorities and Tangible Work Products**

PhilaWorks requires for the consultant to, at least, address the questions listed below. Applicants may propose additional or revised priorities and tangible work products but should explain why each is necessary to achieve the project objectives.

At the completion of the project, the Consultant should address the following questions outlined below:

1. How does participation in the Philadelphia EARN Program impact customers' economic mobility from their entrance into the program and throughout the research timeframe?
2. What practice innovation(s) implemented by the nonprofit(s) operating the Philadelphia EARN programs have the most significant positive impact on the economic mobility of the customers (immediate job search vs. education and training)?
3. What practice innovation(s) implemented by the nonprofit(s) operating the Philadelphia EARN programs have not had significant positive impact on the economic mobility of the customers (immediate job search vs. education and training)?
4. How well does customer satisfaction for customers of the Philadelphia EARN Program correlate to positive economic mobility?
5. How does support for job retention correlate to economic mobility? How much of the job attrition is due to customers accepted new and better jobs?
6. How well does supportive services and incentives for customers of the Philadelphia EARN Program correlate with participation and level of engagement in the system?
7. How does the rate of change for a participant's financial health, for those placed in a recovery occupation, compare to participants who are not?

To address the scope priorities, PhilaWorks will enter a data sharing agreement with selected applicant. Available data, not provided by PhilaWorks, to assess customer financial health and wellness is encouraged. The selected applicant will be expected to show:

- Ability to create and deliver customized survey
- Ability to deliver and report on longitudinal study over 12-month period including when EARN customers are not enrolled in the EARN program
- A holistic financial health scoring system to include short-term and long-term resilience, and financial resources with planning components
- Ability to determine causality of program features by instituting synthetic controls
- Ability to combine qualitative insights with quantitative admin and 3rd party data

#### **F. Responding to this RFP & Submission Process**

All applicants are required to submit the [Notice of Interest Survey](#). The form must be completed on-line. Philadelphia Works, Inc. will review and approve your organization to take next steps to submit the full application. The approval decision will be sent to your organization's contact via email. The Notification of Interest Survey must be complete and submitted to PhilaWorks no later than October 19, 2023 by 5:00PM ET.

All questions pertaining to this RFP will be accepted up to October 19, 2023, and should be emailed to [workforceoperationsrfp@philaworks.org](mailto:workforceoperationsrfp@philaworks.org). Responses will be posted on the PhilaWorks procurement website no later than October 20, 2023.

To submit a full application, approved applicants will complete the *Request for Proposals – Submission Form* below and email to [workforceoperationsrfp@philaworks.org](mailto:workforceoperationsrfp@philaworks.org) with the subject line **“EARN Impact Evaluation RFP.”** Submissions will be accepted, reviewed, and evaluated by Philadelphia Works, Inc. The proposal should be presented on single-sided, single-spaced pages, using a 1-inch (1”) margin and no smaller than a 12pt font. See below for word limits. Responses that exceed the word limit will not be read or scored.

Strong proposals will demonstrate a full understanding of the requirements described throughout this RFP and establish the capacity, expertise, and approach to meet the deliverables. Philadelphia Works, Inc. will notify each organization of the award decision via email.

Submitted proposals must consist of all components and attachments:

1. Request for Proposals - Submission Form with additional pages if necessary
2. Attachment 1: Project Narrative
3. Attachment 2: Audited Financials – If externally audited financial statements cannot be provided, submit some form of financial statement for the prior year or two. A non-profit organization may choose to attach their board reports. A small company may choose to present two years of internal financial P&L reports.

Proposals must contain all the content above in the order presented. Strong proposals will demonstrate a full understanding of the requirements described throughout this RFP and establish the capacity, expertise, and program operations needed to meet the required standards and goals. No incomplete, faxed, or hard copy applications will be accepted. Submissions that do not follow the required format may not be reviewed. Philadelphia Works, Inc. will review each request and notify organizations of approval or disapproval. Philadelphia Works, Inc. is not liable for any costs incurred by applicants in preparing and submitting a proposal in response to this RFP or for any costs and expenses incurred in meeting with or making oral presentations, if so requested. Any response, including written documents and verbal communication, by any applicant(s) to this RFP, shall become the property of Philadelphia Works, Inc. and may be subject to public disclosure.

## **G. Evaluation Criteria and Rating System**

Applicants should directly respond to each of the sections; however, strong scope descriptions will clearly demonstrate how the applicant will effectively meet all the standards, expectations, and desired outcomes found in this RFP.

Proposals will be initially reviewed to ensure the standards for submission have been met as outlined in this RFP. Proposals that do not meet the minimum requirements for submission may not move forward. Proposals that meet submission requirements will be evaluated by an established review team of select stakeholders participating in this procurement.

Using a rubric, aligned with the section requirements, proposals will be evaluated and scored based on the quality and completion of submission, and the extent to which each component of the RFP has been described. The value of each section of the proposal is as follows:

Maximum score - one hundred (100) points:

1. Relevant Experience & Prior Projects (Maximum Points: 30 points)
2. Approach: Plans for the Scope of Services (Maximum Points: 35 points)
3. Outline of Proposed Costs (Maximum Points: 20 points)
4. Relevant References (Maximum Points: 15 points)

Overall scores of 80 and above will be considered competitive. Please note that this RFP does not commit Philadelphia Works, Inc. to award a contract. Philadelphia Works, Inc. reserves the right to cancel this RFP and the proposals submitted for this award if it determines that no proposal was appropriately responsive.

Further, PhilaWorks reserves the right to change, modify or revise this RFP at any time. Any revision to this RFP will be posted on the Philadelphia Works' website. It is the applicant's responsibility to check the website frequently to determine whether additional information has been released or requested.

**If the PhilaWorks chooses to award a contract, that contract will be awarded to the applicant whose proposal PhilaWorks determines, in their sole discretion, is the most advantageous and in and PhilaWorks' best interest.** In no event, however, shall PhilaWorks be obligated to debrief unsuccessful applicants as to the basis for its decision not to award a contract to them.

#### **Confidentiality & Public Disclosure**

The successful applicant shall treat all information obtained from PhilaWorks which is not generally available to the public as confidential and/or proprietary. The successful applicant shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful applicant agrees to indemnify and hold harmless PhilaWorks, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful applicant or any person acquiring such information, directly or indirectly, from the successful applicant.

By submission of a proposal, applicants acknowledge and agree that the City, as a municipal corporation, is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the City's legal obligations shall not be limited or expanded in any way by an applicant's assertion of confidentiality and/or proprietary data.

**REQUEST FOR PROPOSALS – SUBMISSION FORM**

*Electronically complete this form and submit to [WorkforceOperationsRFP@philaworks.org](mailto:WorkforceOperationsRFP@philaworks.org)*

1. Organization Name:	2. Date of Request:
3. Organization Address:	
4. Federal Tax ID (organization or legal entity):	5. Current Philadelphia Works, Inc. contractor: <input type="checkbox"/> Yes <input type="checkbox"/> No
6. Contact Person (name and title):	7. Contract Signatory (name and title):
6a. Contact Phone:	7a. Signatory Phone:
6b. Contact E-mail:	7b. Signatory E-mail:
8. Identify the proposed project lead, relevant experience working on projects of similar nature, and share a brief biography or resume. (No more than <u>1,200</u> characters)	
9. Describe your organization's and/or project lead's experience with the following: 1) The public workforce system 2) Temporary Assistance for Needy Families (TANF) regulations 3) Program Evaluation. (No more than <u>2,000</u> characters)	
10. Provide a scope of work that includes a general project schedule that identifies all tasks, activities, deliverables, and milestones the Applicant proposes to carry out for the project and a time of completion (measured from project start date) for each. (No more than <u>1,500</u> characters)	
11. Provide a detailed cost proposal, which must include (No more than <u>1,200</u> characters): a. A line-item breakdown of the costs for specific services and work products proposed and b. A statement of staff hourly rate(s).  The proposed price must include all costs that will be charged to PhilaWorks for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Any contrast resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract	
12. Please share two references from completed projects within the last twenty-four months. Provide name, title, email address, and a brief description of the project. (No more than <u>800</u> characters)	

<b>APPLICANT'S CERTIFICATION</b>	
I certify that all the information provided in this application is both complete and accurate to the best of my knowledge. I also understand that if selected as a provider, I will be required to submit further detailed program and budget information.	
_____ Authorized Agency Representative Signature & Title	_____ Date