



RochesterWorks! and the City of Rochester 2012 Project-Based Summer Work Experience for Youth Ages 14-15 and 16-20 Request for Applications -

Released Wednesday February 8, 2012

Bidders Conference Wednesday February 15, 2012, 9:00 a.m. - Danforth Community Center, 200 West Ave., Rochester, NY Applications due no later than 4:00 p.m. Wednesday March 14, 2012

BACKGROUND

RochesterWorks! for Youth Summer Employment Program (SYEP) and the City of Rochester's Summer of Opportunity Program (SOOP) formally announce a joint effort to assist youth with summer jobs. This solicitation is a collaborative effort expected to help more than 600 youth ages 14-20 secure paid structured work experience this summer.

RochesterWorks anticipates receipt of funds approved by the New York State Governor and Legislature allocated for the purpose of Summer Youth Employment, and the City of Rochester anticipates funding to be received from its general operating fund and the New York State Department of Labor. Total funding for this solicitation is expected to equal \$915,000. *RochesterWorks and the City of Rochester may negotiate awards up or down based on the features included in application. RochesterWorks and the City of Rochester may be unable to make awards based on a lack of anticipated funding.

PURPOSE

Due to this funding opportunity RochesterWorks and the City of Rochester seeks community partners to deliver structured project-based paid summer work experiences for youth. This RFA seeks to identify local for-profit, not-for-profit, and faith-based organizations possessing an individual or team that has the skill and experience, work space, computer lab, and pay-rolling ability to provide such experiences in one of the themes described below.

Project-based learning opportunities integrate work-experience and work-based learning, or combine work-based and classroom-based learning activities including e-learning that provide basic skills instruction, research, career exploration, and life-skills training that complement the work experience. Reasonable inclusion of job finding, job retention, positive workplace behaviors, reasoning skills, and college and work readiness is also expected. Attention must be given to a youth-driven and strength-based approach to project delivery. Specific job tasks must be consistent with the New York State minimum-age standards for employed youth under the age of 18 http://www.labor.state.ny.us/workerprotection/laborstandards/workprot/minors.shtm.

Project participants are limited to youth ages 14-15, and/or those 16-20 with limited or no work experience or that possess significant obstacles to stable employment. Participants live within the City of Rochester and County of Monroe and/or meet TANF Youth eligibility. TANF eligibility includes education and low-income status. Project operators are not expected to recruit participants. Prior to project start SYEP and SOOP will refer interested and eligible youth to selected project operators.

Ability to serve youth with limited disabilities and/or mental health needs, juvenile offenders, homeless, and youth requiring reasonable individualized supports is encouraged. Operators who create connections for participating youth to transition to steady work and/or to additional education or training will receive added consideration.

Proposed projects can include one of the following themes <u>or</u> a well-defined theme of choosing. Projects will serve either youth aged 14-15 or 16-20 as defined above. A blend of the two age ranges may be acceptable with proper description but should be minimal. This solicitation seeks to fund projects to serve a minimum 500 14-15 aged youth, with remainder of funds directed to 16-20 aged youth. If proposing multiple distinct projects, each project is best proposed separately.

PROJECT THEMES & PARAMETERS

- **Leadership and Community Organizing** I.e. identify an issue important to youth or community, research, strategize, organize, train/educate, advocate and document
- Community Service I.e. identify a specific need in your community/neighborhood, work with neighborhood leaders and/or residents to address this need (within City, alignment with the City of Rochester Focused Investment Strategy (FIS) is encouraged http://www.cityofrochester.gov/fis/)
- Multimedia Production I.e. creation of a DVD or YouTube type documentary or self-help video with photos and supporting script that is of interest to youth. It may tell the story of a noteworthy historical or otherwise local happening, group or individual, or educate youth on work readiness, job search strategies, and what to do and not to do on the job

- Industry/Career Exploration I.e. research, experience and document pathways to local in-demand job opportunities such as Science Technology Engineering and Math (STEM) related occupations
- Arts and Youth I.e. organize an event and/or opportunity where youth may express themselves lawfully (such as neighborhood beautification, the creation of mural art, and/or other creative contributions)
- **Entrepreneurialism** I.e. creation and sustainment of a small business (such as website design and maintenance, or other potential self-employment)
- Other Well defined theme of choosing...

With a total budget not to exceed \$1,500 per youth, each project must serve a minimum 10/maximum 40 youth and run 6 weeks during the period July 9 – August 24, 2012. Youth must participate 20 hours per week for a total of 120 hours overall. Projects must include youth receiving minimum wage (\$7.25) with all required deductions. Each project must include a reasonable concluding measureable outcome and an evaluation of each participant's job performance, attendance, attitude, and their satisfaction with the project. *Priority will be given to projects demonstrating flexibility in either morning or afternoon hours. All applications must include youth wages and the ability to adequately administer such. The City of Rochester will negotiate with individual project operators to pay stipends in lieu of wages. This negotiation will be initiated by the City of Rochester only, and only after all projects have been evaluated. When responding to this solicitation it should be noted: Contracts are reimbursement based only, advances may not be available and should not be expected.

APPLICATIONS

Applications will be accepted immediately and ongoing through 4:00 p.m. March 14, 2012 only. Applications must be submitted as an email attachment in a single PDF document only. Narratives must not exceed five (5) pages in total, not smaller the 10 font .8 margins, and should emphasize experience in serving youth and expertise in project theme identified. (Budget and resumes do not count against narrative limitation.) At minimum applications must include the following information in this order:

- 1) Introduction including qualifications
- 2) Project theme including definitive measureable outcome
- 3) Activities and work including when, where and how they will be delivered
- 4) How and when participants will be paid including how attendance will be verified
- 5) Identify team members, roles and partnerships including any leveraged resources
- 6) Resumes and/or job descriptions of staff to be involved
- 7) Proposed budget including staff, operation and participant costs include any contributions (use Attachment 1)

Applications will be evaluated based on creativity, specificity of experience, demonstrated expertise in project themes, level of youth engagement, measureable outcomes, contributing partnerships, fiscal capacity, and overall cost efficiency. RochesterWorks and the City of Rochester seek to maximize the number of youth served by these funds. Assuming receipt of anticipated funding, RochesterWorks and the City of Rochester will notify successful applicants not later than June, 2012. Successful applicants will be required to cooperate with RochesterWorks and the City of Rochester to develop further project details as needed.

Questions about this RFA should be directed in writing to John Premo at <u>jpremo@rochesterworks.org</u> – replies to questions posed will be made starting Monday February 27, 2012.

Applications are to be emailed only to:

John Premo Youth System Director jpremo@rochesterworks.org

If you are an employer able to hire youth, visit:

www.HireMeRochester.org

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About RochesterWorks, Inc.

RochesterWorks, Inc., a 501c(3) not-for-profit corporation, was created by Monroe County and the City of Rochester to act as fiscal agent and research and development staff for the Workforce Investment Board. Additional information may be viewed on the RochesterWorks website at www.rochesterworks.org.

About the City of Rochester Summer of Opportunity Program

The City of Rochester's Summer Of Opportunity Program is strategically aligned with the City priority areas of Public Safety, Economic Development, and Education, and the program goals and objectives are consistent with the One City Rochester Values and Guiding Principles, which can be viewed by visiting the city's website at www.cityofrochester.gov.