

**PUBLIC SOCIAL SERVICES  
REQUEST FOR PROPOSALS**

**FY 2014-15  
COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**

**I. INTRODUCTION**

The City of Peabody is soliciting proposals from community agencies, organizations and City Departments for Public Social Service projects to be funded under its **FY 2014-2015 Community Development Block Grant (CDBG)** program. The CDBG program is funded by the Federal Department of Housing and Urban Development (HUD). Through this program, HUD provides a formula entitlement grant to the city to fund projects, which aid in the development of viable urban communities by meeting one of two broad national objectives. These objectives are:

- 1) To benefit low- and moderate-income persons; or
- 2) To aid in the prevention and elimination of slums and blighted areas.

The total estimated amount of funding available to community agencies and organizations for Public Social Service projects for program year 2014-2015 is **\$50,000**. Please note that we have been advised by the U.S. Department of Housing and Urban Development that we will not receive our final numbers until late spring, early summer. Any commitment of funds will be contingent upon the final funding amounts received. In the event that the funds received are less than the estimated dollar amount, all funds to individual projects will be reduced by the same percentage.

**II. SUBMISSION INFORMATION**

For funding consideration, all projects funded through the CDBG Program must meet the General Requirements and CDBG Program Guidelines defined in Sections III and V below. Agencies and/or organizations responding to this RFP must complete the attached funding application for CDBG Public Social Services. A separate application must be submitted for each proposed project. Because funds are limited, no applicant should anticipate receiving an award of more than \$10,000.00

All applications must be submitted in the legal name of the organization. An authorized representative of the organization, who has the legal authority to enter into an agreement with the City of Peabody, must sign applications.

The signed original and **one electronic copy** (CD/Disk) of the application must be submitted by **12:00 p.m. on Thursday, April 10<sup>th</sup>, 2014:**

**Attn: Stacey Bernson, Assistant Director  
Department of Community Development  
City of Peabody  
24 Lowell Street  
Peabody, MA 01960**

In the event that City Hall is closed because of inclement weather, the application will be due no later than 12:00 p.m. on Friday, April 11<sup>th</sup>, 2014.

Applications that are incomplete, have an inadequate number of copies, lack required attachments, or applications submitted after the published deadline will not be considered for funding. Changes and/or additions to the proposal after the submission will not be accepted.

Proposals will be reviewed and funding recommendations made. Interviews may be required of applicants. We estimate that applicants will receive notification of final award by September 30<sup>th</sup>, 2014.

### **III. GENERAL REQUIREMENTS**

A. Eligibility as a Sub-recipient

Applicants for CDBG Public Social Service funds must meet the CDBG definition of Sub-recipient: a public or private nonprofit agency, authority or organization. Private non-profit applicants must be able to demonstrate proof of tax-exempt nonprofit status under Section 501(c)(3) of the Internal Revenue Code.

B. Agreement

Applicants approved for CDBG Public Social Service funding will be required to sign a Sub-recipient Agreement with the City to ensure

compliance with City of Peabody, Community Development Block Grant Program, Federal Executive Orders, and HUD regulations. CDBG funds are subject to Federal and local regulations including, but not limited to: non-discrimination, equal opportunity, accessibility, lead-based paint, prevailing wages (construction only), audits, procurement and environmental review. Additional requirements can be found in the CDBG regulations and OMB Circular A-122 and A-110. Applicants are encouraged to familiarize themselves with these requirements prior to applying for funds to ensure that their organizations have adequate administrative systems in place.

C. Non-discrimination in Services and Employment

Applicants approved for CDBG Public Social Service funding shall not, in accordance with Federal law, discriminate in the provision of services hereunder because of race, color, religion, national origin, ancestry, sex, age or physical or mental handicap as identified in Section 109 of the Act, Section 504 of the Rehabilitation Act, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, and 24 CFR 570.602. In addition, Sub-recipient shall not discriminate in the provision of services hereunder because of religious belief, creed, medical condition, blindness, sexual orientation, marital status, pregnancy, parenthood, citizenship, gender identity, domestic partner status or AIDS or HIV status.

Applicants approved for CDBG Public Social Service funding shall certify and agree not to discriminate against any employee or person who is employed or compensated in whole or in part using funds provided under this Agreement because of race, color, creed, religion, religious belief, national origin, ancestry, citizenship, age, sex, sexual orientation, marital status, pregnancy, parenthood, medical condition, physical or mental disability, gender identity, domestic partner status or AIDS or HIV status.

D. Program Reporting/Monitoring

Applicants approved for CDBG Public Social Service funding will be required to maintain and submit to the City of Peabody's Department of Community Development and Planning adequate information

necessary to monitor program accountability and progress in accordance with City of Peabody, Community Development Block Grant Program and HUD regulations.

#### **IV. HUD CHURCH/STATE GUIDELINES**

CDBG Public Social Service funds may be awarded to religious-based organizations performing public social service activities, provided certain contractual provisions are included in the CDBG Operating Agreement between the City and the religious entity. The grant agreement must include contract conditions stating that: the social services provided are exclusively non-religious in nature and scope; there are no religious services, proselytizing, instruction, or any other religious influences in connection with the social services.

#### **V. CDBG PROGRAM GUIDELINES**

Eligibility criteria and requirements for documentation of eligibility for program activities are described below. Each organization receiving CDBG Public Social Service funds must spend all of the grant amounts it was allocated by December 31<sup>st</sup>, 2015.

#### **PUBLIC SOCIAL SERVICES**

##### **A. Eligibility Criteria**

In order to be eligible as a public social service, the following criteria must be met: 1) at least 60% of those persons benefiting from the service must be low- and moderate-income; 2) at least 60% of those persons benefiting from the service must be Peabody residents; and, 3) for new programs, the activity must be a new service or a quantifiable increase in the level of an existing service. Public social services are direct services provided to community residents such as, but not limited to: employment, case management, crime prevention, child care, health, drug abuse, education, recreation, counseling, and beautification activities. CDBG funds are intended to be used to fund services or levels of service that are not currently provided by existing public agencies, organizations and/or City Departments with other funding sources.

B. Requirements for Documentation of Eligibility

Applicants approved for funding in the Public Social Services category must document that at least 60% of persons served are low- and moderate-income persons, and that at least 60% of persons served are Peabody residents. Acceptable forms of documentation are:

1. Participant application or registration forms which include name, address, income, household type, ethnicity, racial background, and signature of participant; or,
2. Location and description of service area boundaries, demonstrating that the project's service area is within a low- and moderate-income block source area where not less than 51% of the residents are persons of low- and moderate-income (See Census Tract Map, page 7). Location of an activity in a low-income area does not conclusively demonstrate that an activity benefits low- and moderate-income persons or Peabody residents. Hence, where applicable, records of addresses of persons utilizing the facility will be required as documentation of benefit to low- and moderate-income persons and Peabody residents.

**VI. CDBG PROGRAM PRIORITIES**

Program priorities for the 2014-2015 CDBG Program will be derived from the City of Peabody's 2010-2015 Consolidated Plan. All eligible proposals will be given consideration. Some examples of projects that could be funded include but are not limited to the following:

- Youth programs (including after school programs, youth and family counseling, gang and drug diversion, teen centers, youth sports and recreation programs)
- Employment programs including job counseling, job training, job development and transportation
- English as a Second Language (ESL) and basic skills training
- Affordable child care
- Senior services
- Health services
- Homelessness prevention

- Street outreach
- Support services, including mental health and substance abuse
- Domestic violence programs
- Projects that increase the number of affordable housing units, both ownership and rental
- Programs that provide shelters and assistance to homeless residents, abused women and children and residents requiring physical or mental assistance
- Foreclosure prevention programs

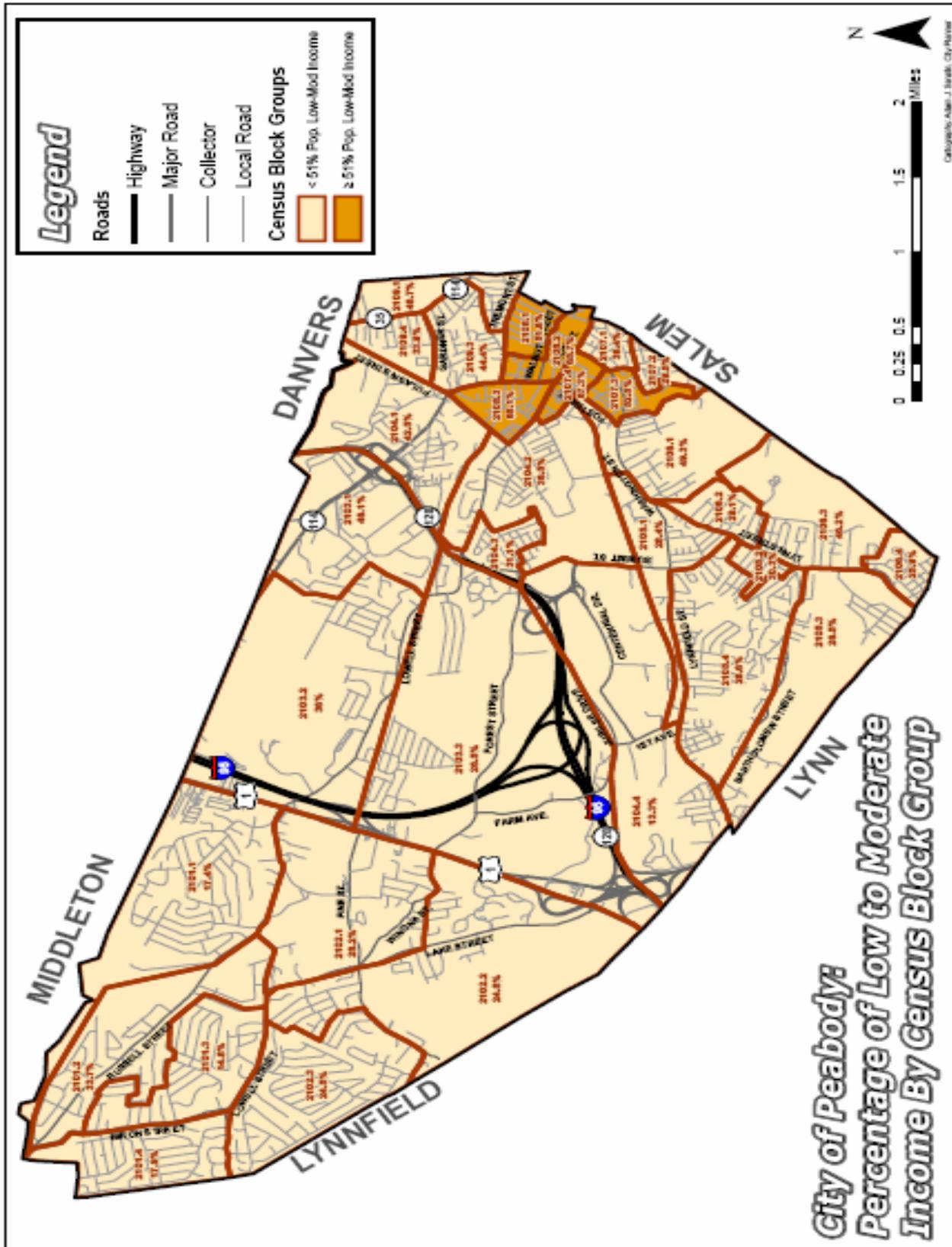
## **VII. CRITERIA FOR EVALUATION OF PROPOSALS**

Proposals will be evaluated on the following criteria:

- Program Priority
- Ability to Substantiate Community Needs and How Program Addresses Those Needs
- Target Population and Outreach
- Coordination and Collaboration
- Program Goals and Outcomes
- Implementation Plan
- Budget, Cost Effectiveness and Leveraging of Funds
- Demonstrated Experience and Capacity of Sponsoring Organization
- Overall Likelihood of Success

For each proposal, and in consideration of the proposal's effectiveness in meeting all aspects of the Evaluation Criteria, proposals will be rated and funding recommendations will be made.

# LOW MODERATE INCOME CENSUS TRACT MAP



**PUBLIC SOCIAL SERVICES**

**CITY OF PEABODY  
FY 2014-2015 COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM**

**FUNDING APPLICATION**

Date: \_\_\_\_\_

Project Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Organization DUNS Number: \_\_\_\_\_

Applicants must have a DUNS number to receive HUD grant funds

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Proposal Due Date: Thursday, April 11<sup>th</sup>, 2014, 12:00 P.M.**  
**One signed original and one electronic copy (CD/Disk) of the application must be received by the Due Date. In the event that City Hall is closed, proposals will be accepted until 12:00 P.M. on the next business day.**

Total amount of CDBG funds available: **\$50,000.00**

Please indicate the amount of funding requested below:

<b><u>Program Activity</u></b>	<b><u>Funding Request</u></b>
CDBG PUBLIC SOCIAL SERVICES	\$ _____

I certify that the information in this application is true.

\_\_\_\_\_  
Executive Director (Please Print)

\_\_\_\_\_  
Signature of Executive Director

\_\_\_\_\_  
Date

**APPLICATION DIRECTIONS:**

Please provide comprehensive and clear responses to each of the sections below. Respond to all questions within each section; if a question does not apply to you, indicate this by responding "Not Applicable."

**APPLICATION QUESTIONS:**

**Project Description**

Briefly describe the proposed project:

Is this a  new project or  existing project?

Will the project provide:

- 1. A new service?  Yes  No
- 2. Expansion of an existing service?  Yes  No
- 3. Continuation of a project presently funded?  Yes  No

The purpose of the project: \_\_\_\_\_

The population to be served: \_\_\_\_\_

Specific services to be provided: \_\_\_\_\_

Number of persons expected to be served by the project annually: \_\_\_\_\_

Identify the location of the project: \_\_\_\_\_

**National Objective:**

Identify the National Objective that will be met by the project:

- Low/Mod limited clientele benefit
- Low/Mod clientele job services
- Slum Blight Area Benefit
- Urgent Need

**Describe in detail how your project will meet a national objective and how it will be documented.**

**Program Goals and Outcomes:**

Describe the overall goals, objectives, and activities to be accomplished by the proposed program.

Provide three outcomes that you will measure for your program. Outcomes should be reasonable and attainable given the population served by the program. When establishing outcomes, be mindful of the following three components:

**Performance Outcome:** Outcome describes the benefits resulting from the activity.

- Outcome #1:** \_\_\_\_\_
- Outcome #2:** \_\_\_\_\_
- Outcome #3:** \_\_\_\_\_

**Performance Measure:** Describes the means by which you will determine if the Performance Outcome(s) have been met.

- Performance Measure #1:** \_\_\_\_\_
- Performance Measure #2:** \_\_\_\_\_
- Performance Measure #3:** \_\_\_\_\_

**Project Need:**

The need for the project will be evaluated upon the extent to which the response meets the following criteria:

1. Severity of need: Describe the types and severity of social service needs in the community and/or region, including the need that this project proposes to address. Provide demographic information about the target population. Include verifiable information such as needs assessments, reports, and surveys.
2. Need for CDBG funds and documentation of efforts to obtain other funds to accomplish this project: examples of information to demonstrate need for CDBG funds include, but are not limited to the municipality's efforts to obtain other non-CDBG funding (e.g., local revenues, other public and private resources) to address the identified needs. Document successful and unsuccessful efforts by the municipality to secure other funds.
3. Demand for a social service program: Examples of information to demonstrate demand include, but are not limited to, surveys, inquiries, waiting lists, social service provider data and statistics, and evidence that the target population is interested in participating in the program.
4. Community Involvement and Support: Describe and document the method that was used to involve the community as a whole and the target population in the selection and the development of this program.

**What is Peabody's need for the proposed project/program?**



3. Form(s) of financial assistance to be provided.

4. Reasonableness of project funding: examples of information to demonstrate reasonableness include, but are not limited to, experience of the provider in delivering these services; costs of comparable services from other agencies or other years; and explanation of all sources and uses of funds for the entire program.

5. Demonstrated Experience and Capacity: Describe the agency's background, social service history and years of experience in implementing the proposed project or similar projects. Describe the specific experience of the agency's principal staff as it relates to the proposed project or similar projects.

**Project Impact:**

What will be the impact of the proposed project/program? The project impact will be evaluated upon the extent to which:

1. Resources leveraged: Provide documentation of resources leveraged directly for this program, which may include funding from other sources, volunteer efforts, staff/in-kind contributions. Must include a written commitment for all leveraged resources.
2. Impact of the proposed project on the target area or target population: Describe how the community will document that the service provided addresses the needs identified and how it will improve the quality of life for the target population. Describe the outcome measures the community will use to assess the progress in meeting the identified public social service needs. For previously funded programs, demonstrate that the program has achieved the goals previously set.



3. If you are not approved for 100% of your CDBG request, how will you address the shortfall?

4. Please identify any other funding sources or funding applications the agency/Department has submitted or plans to submit, applications to pertaining to the proposed program.

5. Does the implementation of this project depend on receiving funds from these or any other sources?

**PROJECT BUDGET: CDBG PUBLIC SOCIAL SERVICES**

	<i>Estimated Cost Per Agency/ Service Provider (\$)</i>	<i>Estimated Cost Per Household or Person (\$)</i>	<i>CDBG Cost (\$)</i>	<i>Other Funding Sources (\$)</i>	<i>Total Project Cost (\$)</i>
<i>Direct assistance to subgrantees or target clientele</i>					
<i>Project Delivery<sup>1</sup></i>					
<i>Other (Identify):</i>					
<i>Projects Totals</i>					

<sup>1</sup> Delivery Costs are costs to deliver project services such as direct service provider costs. Delivery costs are not considered general administrative costs.