



THE CITY OF SAN DIEGO

Fiscal Year 2016
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM
REQUEST FOR PROPOSALS (RFP)

PUBLIC SERVICES PROJECTS

<i>RFP Number:</i> <i>(HPA Office Use Only)</i>	
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APPLICANT AGENCY INFORMATION

GENERAL INFORMATION

<i>Agency Legal Name:</i>	Modern Workforce
<i>Project Name:</i>	Training For The Tech Economy

FUNDING REQUEST INFORMATION

<i>Total amount of CDBG funding requested in this RFP:</i>	\$60,000
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HEAD OF AGENCY CONTACT INFORMATION

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ALTERNATE RFP CONTACT INFORMATION

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1. PROJECT CHARACTERISTICS (MAX LENGTH: 3 PAGES)

a. Project Summary (Max Score: 10 Points)

Provide a clear project summary which includes:

- i. Description of the proposed project, including activities and services to be provided;*
- ii. Characteristics of Population(s) to be served; and*
- iii. Description of Geographic Areas to be served, including primary project site address(es).*

I. With San Diego's hourglass economy, there is a critical need to create middle class jobs for San Diegans. Training in coding, assisted with iPads and online modules, will give workers the qualifications to succeed under this new paradigm. Applicants will become versed in 'soft skills' as well, through collaborations with their peers and face-to-face meetings. Industry representatives will be polled on the most desired skills, which will become part of this year's curriculum. The largest segment of the budget will go towards instructor salaries, allowing us to retain the services of the most skilled educators. Classes will focus on either Java or SQL, taught through 'gamified' tasks (learning fused with a video game interface). The other aspect of classes will center on 'soft skills' - discipline, time management, comportsment - the interpersonal attributes that boost retention and cement the employee as part of the team. A small portion of the grant will go towards the purchase of tablets, which allow for remote classes and discussions to be held, permitting learning to take place beyond the classroom.

The population to be served includes LMI individuals that are over the age of 18, not in school or working, and have shown that they possess the basic computer literacy to learn programing. High demand and limited funds require that we select the most committed / prepared for the program. The aggregate of census tracts comprising the focus area contains a population that is 85% LMI.

III. The project will serve various neighborhoods with the highest unemployment rates. Our work will focus on the areas most in need but also accept participants from diverse backgrounds and neighborhoods. Census Tract 50, where our headquarters is located has an income around \$24,000, less than half of the San Diego median household income as a whole (\$63,857). The poverty rate is 42.4% and only 40.7% of adults have high school or higher education. In addition, Tract 50 has the highest rate of uninsured 25 to 34 year-olds in the city (22.6%).

b. Critical Needs Addressed (Max Score: 10 Points)

Describe the following:

- i. The critical need(s) that will be addressed through the project;*
- ii. How other resources are not available to meet the need(s); and*
- iii. Efforts to collaborate with other organizations to meet the need(s).*

I. As jobs become increasingly more automated, low wage-earners face the most insecurity and suffer the most unemployment in the move to higher leve technological solutions. Providing them with valuable high tech skills will give them stability and improve their economic situation. Job training provides gainful employment for young unemployed people, decreases social (unemployment) spending, decreases crime by providing a valuable alternative, bolsters the tech sector, and increases tax revenue. Training can make residents self-sufficient and may prove to be cheap compared to the prolonged economic stagnation. Companies such as Google, Yahoo, and Facebook have launched recruitment initiatives to increase the talent pool from all areas- the only obstacle is adequate preparation, which we aim to remedy. Our own pupils, who come from diverse backgrounds, will benefit from classroom instruction and the motivation it provides, ensuring they don't drop out or feel overwhelmed by the material.

II. While there are other job training programs ours is unique in its emphasis on technology. Some MOOCs (massive open online courses) focus on teaching coding, but they have low completion rates and are best suited for self-motivated learners. Current job training trends towards being overly general and doesn't adequately place people in middle income fields. In short, we find resources to be otherwise unavailable due to lack of industry incentive for intensive training of people from diverse backgrounds.

III. We maintain active contacts with employers in the tech/information industry, which ensures hiring priority for our graduates and a steady stream of internship opportunities. We partner with UCSD, USD, and SDSU, whose professors advise us on emerging skills and methods of instruction (MOOCs, etc). NonProfitWorks.com helps us find skilled teachers desiring to make an impact in the non-profit world. Local church and recreation center staff inform patrons of our mission and distribute leaflets. Corporate partners like Apple and other software/hardware firms provide us with discounts that keep program costs under control.

c. Confirmation of a New Service or Expansion/Improvement of Existing Services (Max Score: 5 Points)

Describe how the proposed project will result in the provision of a new service or the expansion/improvement of an existing service.

While Modern Workforce has been providing training for over a decade, this program focus is unique and aims to provide high tech training that will result in higher-paying technical skills. MW is unique in emphasizing coding and data in the San Diego region; current job training programs lag behind when it comes to emerging skill requirements. The online component is exceedingly rare among training programs and constitutes a service expansion - by extending learning beyond the classroom.

d. Project Goal(s) (Max Score: 10 Points)

i. Identify the goal(s) of the project.

Modern Workforce desires to train residents for middle-class jobs and give them in-demand technical skills, as well as soft skills. More specifically, we aim to train 120 adults that fulfill entry requirements, with the goal of a 95% training completion rate (114). Of those, we aim to secure job placement for 80% (~91) by the end of the training. As concerns to soft skills, we will poll employers on their satisfaction with employee demeanor - our target is that at least 80% of supervisors report no problems. We will reach out to all employees reported as needing additional soft skills help, so that we can remedy the problem.

ii. Describe how each goal will be measured and documented to confirm whether or not the goal has been met.

Participant attendance will be monitored and a waiting list developed for any vacancies during the program. Performance metrics on subsequent employment and salary will be kept, to assess the efficacy of the program and quality of jobs attained. Follow-ups with employers will also be conducted, giving us the opportunity to solicit feedback about satisfaction with trainee skills and make advantageous changes to our training methodology. Participants will also be questioned retrospectively regarding personal fulfillment and the degree to which their prospects have changed. We run these metrics biannually and rate them against the historical benchmark, which we strive to best each year.

e. Project Benefit to Low and Moderate-Income Clients (Max Score: 5 Points)

<i>Total number of unduplicated City of San Diego individuals to be assisted by the project</i>	120
<i>a) Of total number listed above, total number of LMI anticipated to be served at or below 80% of AMI</i>	120
<i>b) Percentage of City of San Diego LMI individuals to be assisted by the project</i>	100

2. ORGANIZATIONAL CAPACITY (MAX LENGTH: 1 PAGE)

a. Experience in Successful Implementation of Public Services Projects (Max Score: 5 Points)

Describe your agency's experience in successfully implementing projects of similar scope and of comparable complexity to the proposed project.

Modern Workforce has been providing training since 2001, graduating 1,886 individuals over the course of 14 years. Our graduates boast a 7% unemployment rate, far lower than the neighborhood-wide rate that hovers in the mid-20s. Don founded MW with the express aim of helping low-income people get into burgeoning fields like technology. Our graduates have found work as analysts and coders in corporations as Microsoft, Uber, and Sony. They have themselves embraced civic-mindedness, founding non-profits and volunteer groups.

If your Agency has a FY 2015 City of San Diego CDBG Public Services project, complete the following table:

<i>Project name</i>	N/A
<i>Amount of CDBG funding</i>	N/A
<i>Amount of CDBG funds expended on or prior to 12/31/14 (as submitted in reimbursement requests)</i>	N/A
<i>Total number of unduplicated clients to be served (goal)</i>	N/A
<i>Total number of unduplicated clients served through 12/31/14</i>	N/A

Does your agency have any other open City of San Diego CDBG projects? If yes, explain below why the project(s) are still open.

Yes No

N/A

b. Experience in Provision of Services/Benefits to LMI Residents (Max Score: 5 Points)

Describe your agency's experience in providing services and/or benefits to low-income residents (and/or other qualified CDBG beneficiaries such as elderly, illiterate adults, homeless persons, abused children and/or battered spouses).

The inductees to training all have some history of unemployment and come from areas with high unemployment and low income areas. Provided they meet entry requirements, training is available to all, including the elderly, the homeless, and victims of domestic abuse. We're introducing a separate youth class for those who need general computer skills before they can advance to coding. Priority is given to those in the extremely low income bracket (0-30%), and the 50-80% of AMI (very low, low) bracket.

3. BUDGET (EXCEL FORM MUST BE COMPLETED)**4. PROJECT BENEFITS TO HIGH-NEED AREAS AND/OR POPULATIONS
(MAX SCORE: 10 POINTS) (MAX LENGTH: 1 PAGE)**

Provide a description of the proposed project benefits to other High-Need Areas and/or High-Need Populations. Include a summary of statistics, data, or other documentation that supports your agency's determination of the areas and populations identified.

The project would more equitably distribute the benefits of the high-tech economy to neighborhoods in need and provide needed economic stability. The spending power implicit in these salaries would cast a ripple effect of investment, sustaining and creating local businesses in neighborhood. Training would impart lasting skills, foster the middle class by increasing social mobility, and provide role models that inspire youth to strive and educate themselves.

Our analysis of Census and demographic data for the target area reveals an overall unemployment rate of 14%. Looking at prime youth years of 18-34, that figure increases to 21% (one of the highest percentages across the city). Census Tract 50 has an income around \$24,000, less than half of the San Diego median household income as a whole (\$63,857). The poverty rate is 42.4% and only 40.7% of adults have high school or higher education. In addition, Tract 50 has the highest rate of uninsured 25 to 34 year-olds in the city (22.6%).

SAMPLE
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5. PROJECT SPECIFICS (MAX LENGTH: 2 PAGES)

a. Services to be Provided (Max Score: 10 Points)

Provide a listing of the services to be provided and a clear description of each of these services, which includes, as applicable, the following details:

- i. *The quantity (i.e. number of participants), frequency (i.e. daily, weekly, monthly), and duration (i.e. 6 weeks, 3 months, all year) (Max Score: 2 Points);*
- ii. *The method of delivery to participants (i.e. classroom settings; office visits; client home visits; assistance through phone calls or E-mails) (Max Score: 2 Points); and*
- iii. *Details regarding whether each of these services will be provided on an individual basis (one-on-one) and/or group settings (note expected number of groups and their size) (Max Score: 2 Points).*

I. Four cohorts of three courses (beginner, intermediate, advanced) are proposed. Each cohort of 30 will be split into two 15-person classes and meet daily for 2 months. Each meeting will run four hours, with a morning (8am-12pm) and evening session (2pm-6pm).

II. Class will be held in the classroom setting of a computer lab. Online discussions can be hosted via Skype, Google Hangouts, or other webcam-based communication. Should the student lack a computer, some will be set aside for class discussions and other impromptu events. Students' proximity to the lab should ensure computer access to all participants. Instructors will also be in touch via e-mail and phone.

III. Classes will be provided in group settings - given that there are 2 instructors and 120 participants, we will divvy up the students into groups of 15. This size we feel tenable for instruction, since it's not overwhelming and fosters discussion, but is also efficient. Instructors will also be available for questions on an individual basis.

- iv. *Explain and justify the total amount of CDBG funds requested in relation to the services provided and specify what CDBG funds will primarily pay for, such as staffing costs or materials. Also note if any fees will be charged to individuals receiving services under this project and why the fees will be charged. (Max Score: 4 Points)*

There will be no fees charged to participants - training is strictly at no-cost to prevent barriers of involvement (fees would be most burdensome to those with the lowest incomes).

Given that this is a job training grant, staffing costs will be predominant. Roughly 70% will be allocated to payroll (\$75,000), covering the four iterations of our intensive 2-month course. Our university connection allows us access to teachers-in-training, keeping wages at a competitive price in the market. The remaining 30% (\$31,200) will go towards the purchase of 40 Apple iPads (\$399 each at retail, reduced to \$300 by Apple via charitable partnership), to be used in rotation among the class. Other expenses included are the portion of rent, insurance, utilities, and communications that running this program will cost our organization.

b. Project Schedule (Max Score: 10 Points)

[NOTE: An additional 2 Points will be recommended by HPA based on project eligibility review of the RFP]

Describe the project activities to be completed within the required 12-month timeline, defining the following milestones at minimum:

- a. Contract Execution
- b. 50% expenditure level
- c. 75% expenditure level
- d. 100% expenditure level
- e. Project completion, beneficiaries reported (National Objective met), and closeout report submitted to HUD Programs Administration staff.

NOTE: The information submitted below will be incorporated in the FY 2016 CDBG Agreement, if awarded funds.

Month	Specify Project Milestones/Actions Completed	Cumulative Amount of CDBG Expended	% of Project Budget
July 2015	Purchased of iPads, first month of classes for group 1	\$20,000.00	19%
August 2015	select participants for all groups	\$27,836.36	26%
September 2015	First month group 1	\$ 35,672.72	34%
October 2015	Second month for group 1	\$43,509.08	41%
November 2015	First month of group 2	\$51,345.44	48%
December 2015	Second month for group 2	\$59,181.80	56%
January 2016	First month of group 3	\$67,018.16	63%
February 2016	Second month for group 3	\$74,854.52	70%
March 2016	First month of group 4	\$82,690.88	78%
April 2016	Second month for group 4	\$90,527.24	85%
May 2016	Post evaluations summary	\$98,363.60	93%
June 2016*	Reporting	\$106,199.96	99%
July 2016**		\$0	
TOTAL:		\$106,200.00	100%

*All project activities and expenditures must be completed by June 30, 2016.

**Closeout report documents are required to be submitted to HUD Programs Administration in July 2016.

**3. FY 2016 RFP BUDGET INFORMATION-PS/CED PROJECTS
(MAX LENGTH: 2 PAGES) (MAX SCORE: 18 POINTS)**

i. Demonstration of Sustainability (Max Score: 5 Points)

Describe how your agency will ensure that there are funds and a mechanism in place to ensure the project will not rely on CDBG funds for program sustainability or maintenance of improvements.

Our plan to sustain the project includes: 1) hiring a fundraising consultant 2) seeking additional grant and contract funding 3) Exploring alternate sources of revenues.

ii. Total Project Budget Information: Funding Sources (Max Score: 5 Points)

FUNDING SOURCE TITLE		AMOUNT SECURED*	AMOUNT UNSECURED	% OF TOTAL BUDGET
1.	FY 2016 Community Development Block Grant		\$106,200	84.15%
2.	Workforce Foundation Award (secured)	\$20,000		15.85%
3.				0.00%
4.				0.00%
5.				0.00%
6.				0.00%
7.				0.00%
8.				0.00%
9.				0.00%
10.				0.00%
11.				0.00%
12.				0.00%
13.				0.00%
14.				0.00%
15.				0.00%
TOTAL SECURED & UNSECURED FUNDING		\$20,000	\$106,200	100.00%
TOTAL PROJECT BUDGET		\$126,200		

iii. Total Project's Secured Funding Information (Max Score: 3 Points)

LEVERAGE OF SECURED FUNDING PERCENTAGE	15.85%
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* Supporting documentation is required for amounts listed as secured and as leverage to the proposed

CDBG project.

iv. Proposed Uses of CDBG Funds (Max Score: 5 Points)

PERSONNEL EXPENSES: POSITION TITLES	% OF FTE FOR CDBG PROJECT	PROPOSED CDBG AMOUNT (SALARY/WAGES + FRINGE)
Instructors (2 FTE)	100.00%	\$75,000
A-TOTAL PROPOSED CDBG PERSONNEL BUDGET		\$75,000

NON-PERSONNEL EXPENSES: LINE ITEM/TYPE	PROPOSED CDBG AMOUNT	% of Total Budget
Supplies	\$12,000	11.30%
Publications/Printing	\$1,000	0.94%
Rent/Lease (Project Operations)	\$13,500	12.71%
Insurance	\$1,500	1.41%
Utilities	\$1,200	1.13%
Communications	\$500	0.47%
Federally Approved Indirect Cost Rate*		0.00%
Other Expenses (List Below)**		
		0.00%
Consultant Services	\$1,500	1.41%
B-TOTAL PROPOSED CDBG NON-PERSONNEL BUDGET	\$31,200	
(A+B) TOTAL PROPOSED CDBG PROJECT BUDGET	\$106,200	

* A copy of the FY16 federally approved indirect cost rate document must be submitted in order to be allowed to use the rate.

** Please confirm eligibility with HUD Programs Administrations (HPA) staff before listing items under Other Expenses. Failure to contact HPA may lead to an ineligible determination for the line item.