



THE CITY OF SAN DIEGO

CONSOLIDATED PLAN ADVISORY BOARD (CPAB)

NOTES FOR MEETING

WEDNESDAY AUGUST 12, 2015

SAN DIEGO CIVIC CONCOURSE - NORTH TERRACE ROOMS 207-208

202 'C' STREET - SAN DIEGO, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
<ul style="list-style-type: none"> • Joyce Abrams, Council District 1 representative • Dr. Maruta Gardner, Council District 2 representative • Vicki Granowitz, Council District 3 representative • Ken Malbrough, Council District 4 representative • Valerie Brown, Council District 5 representative • Earl Wong, Council District 6 representative • Richard Thesing, Council District 7 representative • Aaron Friberg, Council District 8 representative 	<ul style="list-style-type: none"> • Nohelia Patel, Council District 9 representative

STAFF PRESENT	ATTENDANCE SHEET
<ul style="list-style-type: none"> • Sima Thakkar, HUD Program Manager • Leo Alarcon, HUD Project Manager 	<p>16 people signed the attendance sheet</p>

Call to Order

Ms. Vicki Granowitz called the meeting to order at 9:05 a.m. with eight board members present. Quorum was achieved at the same time.

Approval of Minutes

Ms. Granowitz called for a motion to approve the minutes from the June 2015 meeting. Ms. Valerie Brown motioned to approve the minutes – the motion was seconded by Mr. Ken Malbrough. Minutes were then approved, 8-0.

Staff Announcements

N/A

Board Announcements

N/A

Non-Agenda and Agenda Public Comment

- Ms. Katheryn Rhodes, distributed a handout explaining how some of the former redevelopment funds are available for affordable housing and homeless services.
- Tom McSorley, representing GRID Alternatives, stated that the presentation on the sample RFP was helpful in understanding how Board members can view an application. Mr. McSorley recommended viewing a proposal in its entirety instead of grading each section individually.
- Heidi Kone, representing Meals-on-Wheels, stated that the reviewers were not consistent in grading their FY 2016 RFP; specifically the leveraged section where HUD Programs staff recommended a point total for agencies showing secured funding. Ms. Granowitz stated that particular issue will be addressed in the updated FY 2017 Scoring Criteria.

Agenda Item(s)

Item 6.a.: Discussion Items:

Review Sample Public Services Request for Proposal

Mr. Leo Alarcon gave a brief presentation reviewing the sample Request For Proposal (RFP) that was distributed at the July 2015 CPAB meeting. The CPAB submitted their scores a week prior to the August meeting and the presentation analyzed the strengths and deficiencies of the sample RFP. *Please see attached presentation for more information.*

- Mr. Rich Thesing thanked staff for putting together the sample RFP and the presentation. Mr. Thesing stated that this was a very thorough presentation and was helpful in understanding how to accurately grade an RFP.
- Ms. Brown stated the range for scoring a section was too wide and that the revisions to the scoring criteria will be helpful in grading future applications. Ms. Brown would like to stay consistent on grading applications by keeping a standard on all the RFPs.
- Dr. Maruta Gardner requested that the scoring criteria should match up with how the proposal is set up. Ms. Sima Thakkar stated that those corrections have been noted in the updated scoring criteria.

Item 6.b.: Discussion Item:

Fiscal Year 2017 CDBG Scoring Criteria-Ad Hoc committee recommendations-Part 1

Ms. Thakkar distributed the revised Scoring Criteria for Fiscal Year 2017 along with the previous year's criteria for comparison. Ms. Thakkar reviewed sections 1-3 and will review sections 4-6 at the September CPAB meeting. *Please see attached handout for more information.*

- Ms. Granowitz asked the Board their thoughts on whether there should be a minimum amount of secured funding (i.e. at least 5%) before awarding a point to the applicant.

- Mr. Aaron Friberg agreed that a minimum threshold for secured funding is a good idea. Dr. Gardner wondered how some agencies could sustain a project or program without CDBG funding. Ms. Thakkar stated that the idea is for agencies not to rely on CDBG funding year after year after year to sustain their project or program.
- Ms. Joyce Abrams would like to see future applications with more concise responses that directly answer the question. Ms. Abrams recommended agencies stay within the page limits on each section.
- Mr. Earl Wong agreed with a minimum threshold for secured funding; possibly a bit higher than 5%.

Item 7.a.: Action Item:

Proposal to change November 11 CPAB meeting

The CPAB was asked to change the date of the November 11 because City Offices will be closed in observance of the Veterans Day Holiday. Staff recommended moving the November meeting to November 4 at 9:00 am in the same location. Ms. Brown motioned to change the November 11 meeting to November 4. Motion was seconded by Mr. Ken Malbrough. Motion was approved unanimously 8-0.

Item 7.b.: Action Item:

Creation of Ad Hoc committee for Council Policy 700-02 possible revisions

Ms. Granowitz stated that CPAB will delay revisiting the Council Policy since there are many new components CPAB and staff are currently undertaking. Ms. Granowitz stated that the creation of the Ad Hoc will be decided at a future date.

Adjournment

- Meeting adjourned at 10:25 a.m.



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

<i>Name:</i>	Don Berrick
<i>Title:</i>	President
<i>Address:</i>	123 Main Street, San Diego, CA 92101
<i>Phone number:</i>	619.555.5555, ext. 215
<i>E-mail address:</i>	dberrick@sdmw.com

HEAD OF FISCAL CONTACT INFORMATION

<i>Name:</i>	Bethany Green
<i>Title:</i>	CFO
<i>Address:</i>	123 Main Street, San Diego, CA 92101
<i>Phone number:</i>	619.555.5555, ext. 212
<i>E-mail address:</i>	bgreen@sdmw.com

RFP CONTACT INFORMATION

<i>Name:</i>	Anthony Hempstead
<i>Title:</i>	Executive Director
<i>Address:</i>	123 Main Street, San Diego, CA 92101
<i>Phone number:</i>	619.555.5555, ext. 211
<i>E-mail address:</i>	ahempstead@sdmw.com

ALTERNATE RFP CONTACT INFORMATION

<i>Name:</i>	
<i>Title:</i>	
<i>Address:</i>	
<i>Phone number:</i>	
<i>E-mail address:</i>	

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
DO NOT COPY

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



Review of Sample Public Services Request for Proposal

Consolidated Plan Advisory Board (CPAB)
August 12, 2015

Community Development Division

Economic Development Department

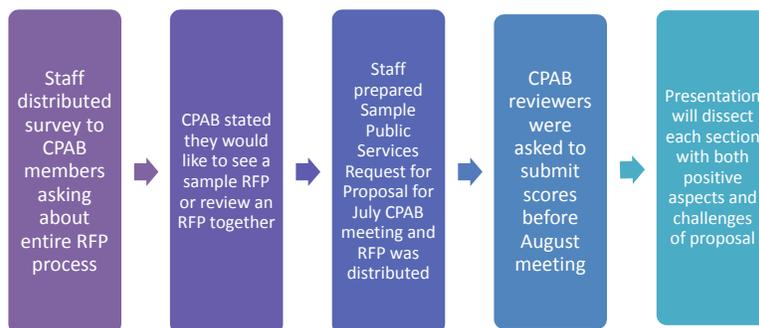
1



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Review of Sample RFP

Timeline



Economic Development Department

2



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Review of Sample RFP

Overview of presentation

1. Show scores submitted for each section
2. Snapshot of the RFP section in discussion
3. Section summary
4. Highlight strengths and deficiencies

Economic Development Department

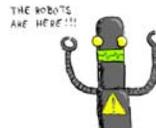
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Review of Sample RFP

WARNING!



1. Scoring is a Science
2. Reviewers are not Robots
3. Diverse perspectives based on background, skills, and experience.

GOAL: Informed decisions to help with scoring

Economic Development Department

4



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Section 1: Project Characteristics

Economic Development Department

5



THE CITY OF SAN DIEGO

Section 1: Project Characteristics



Economic Development Department

6



THE CITY OF SAN DIEGO

Section 1a: Project Summary

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).

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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.

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Section 1a: Project Summary

i. Description of Project

- Training in coding and on-line courses
- Soft skills classes
- Java or SQL

ii. Characteristics of population

- LMI individuals that are over 18, unemployed, with basic computer literacy

iii. Geographic Area

- Serve neighborhoods with high unemployment rate; Census Tract 50



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Section 1a: Comments

Strengths

- Describes some elements of the services and activities to be provided
- Describes some characteristics of population to be served

Deficiencies

- Lacking specifics on where population is and geographic areas to be served.
- Census Tract headquarters only listed



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Section 1b: Critical Needs

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

Describe the following:

- The critical need(s) that will be addressed through the project;
- How other resources are not available to meet the need(s); and
- 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 level 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.



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Section 1b: Critical Needs

i. Critical Needs addressed

- Jobs more automated making high tech skills more desirable for employers; training can make residents self-sufficient

ii. Availability of other resources

- Other on-line training courses have low completion rates; resources unavailable due to lack of industry incentive

iii. Collaboration

- Contacts with employers
- Partner with colleges for skills and methods of instruction
- Corporate partners listed

Economic Development Department

11



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Section 1b: Critical Needs

Strengths

- States the importance of educating residents with technology based employment skills
- Specific examples of collaboration with schools and participating companies

Deficiencies

- Lacks detail on how critical need was determined and how job training will result in self-sufficiency
- Not enough information to determine the critical need and understand why the particular group was chosen
- Barriers preventing clients in accessing other resources not described

Economic Development Department

12



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Section 1c: Confirmation of New Service or Expansion/Improvement

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.



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Section 1c: Confirmation of New Service or Expansion/Improvement

New Service or Expansion/Improvement Of Service

- Providing training for a decade
- Program focus is described as unique
- Coding and data emphasis
- Higher paying technology skills



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Section 1c: Comments

Deficiencies

- Lacking details on how proposed service is actually new based on previous training cited
- Or an expansion of training previously provided



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Section 1d i,ii & 1e: Goals and Project Benefit to LMI

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 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)

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



Section 1d i,ii & 1e: Project Goals and Project Benefit to LMI

i. Goal	ii. Measurement of Goals	e. Project Benefit to LMI
<ul style="list-style-type: none"> • Train 120 adults, with 95% completion rate (114) • Secure job placement of 80% (91) 	<ul style="list-style-type: none"> • Attendance will be monitored and waiting list developed • participant and employer follow up 	<ul style="list-style-type: none"> • Numbers are clear and used correctly, 120 San Diego residents, 100% LMI



Section 1d i,ii & 1e: Comments

Strengths

- Goal of 95% completion rate with specific numbers to be served

Deficiencies

- How the aim of securing job placement by end of training will be achieved is not fully described
- Monitoring components weak and metrics mentioned but not fully described



THE CITY OF SAN DIEGO

Section 2: Organizational Capacity



THE CITY OF SAN DIEGO

Section 2: Organizational Capacity

CITY OF SAN DIEGO

FY 2016 CDBG RFP

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:

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

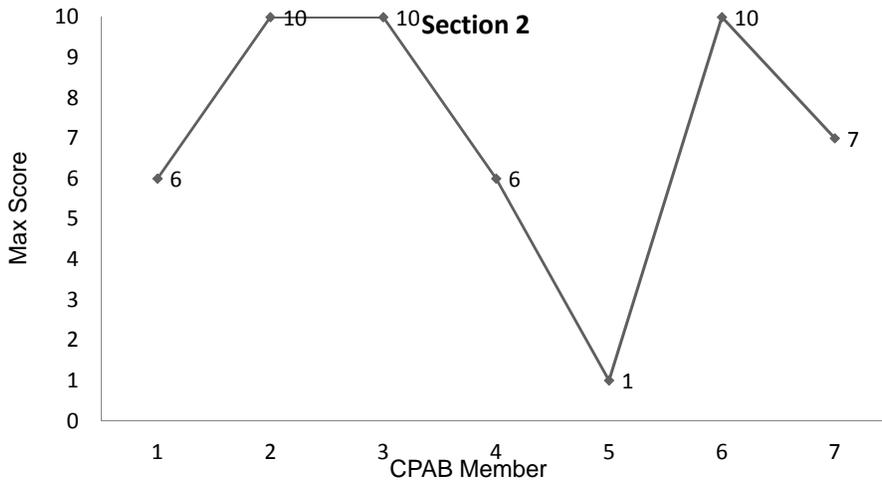
Describe your agency's experience in providing services and/or benefits to low-income residents (and/or other qualified CDBG beneficiaries such as elderly, illiterate adults, homeless persons, abused children and/or battered spouses).

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.



THE CITY OF SAN DIEGO

Section 2: Organizational Capacity



Economic Development Department

21



THE CITY OF SAN DIEGO

Section 2: Organizational Capacity

a. Experience in Similar projects

- Providing training since 2001
- Past graduates have careers in coding

b. Experience in provision to LMI

- Training will be available
- Separate youth class mentioned

Economic Development Department

22



THE CITY OF SAN DIEGO

Section 2: Comments

Strengths

- Cites over 10 years experience in training

Deficiencies

- Type of training previously provided not detailed to determine if similar to RFP scope & complexity
- No description of utilizing similar funding sources
- Agency's past experience in provision of services/benefits to LMI residents not detailed.



THE CITY OF SAN DIEGO

Section 3: Budget



THE CITY OF SAN DIEGO

Section 3 (all): Budget

TOTAL PROJECT BUDGET	Leverage of Secured Funding Percentage
\$106,200	15.85%
*Total amount of listed on Funding Request Information \$60,000 on page 1.	

Economic Development Department

27



THE CITY OF SAN DIEGO

Section 3 (all): Budget

Personnel Expenses	Proposed CDBG amount	Non-personnel expenses	Proposed CDBG amount
Instructors (2) FTE	\$75,000 100% CDBG	Supplies	\$12,000
		Publications	\$1,000
		Rent/Lease	\$13,500
		Insurance	\$1,500
		Utilities	\$1,200
		Communications	\$500
		Consultant Services	\$1,500
Total	\$75,000	Total	\$31,200

28



THE CITY OF SAN DIEGO

Section 3: Comments

Deficiencies

- Discrepancies in requested funds page 1 and budget amounts
- Sustainability not described other than potential plans
- Instructors listed at 2 FTE at \$75,000 and 100% charged to CDBG (\$37,500 salary & fringe)
- Consultant services listed but not described and not listed as approved

Economic Development Department

29



THE CITY OF SAN DIEGO

Section 4: Project Benefits

Economic Development Department

30



THE CITY OF SAN DIEGO

Section 4: Project Benefits

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%).

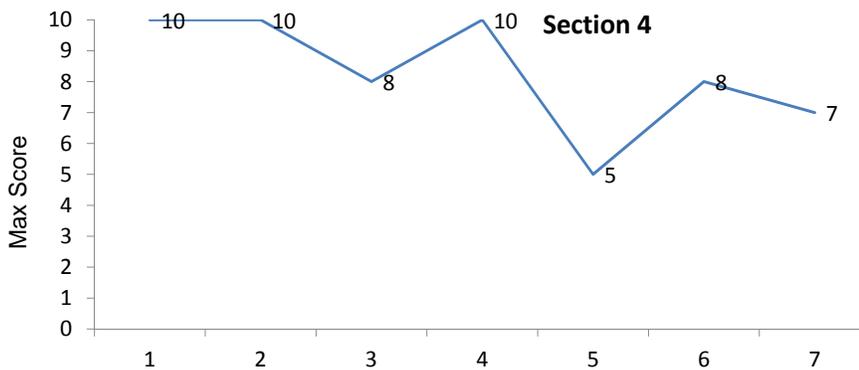
Economic Development Department

31



THE CITY OF SAN DIEGO

Section 4: Project Benefits



CPAB Member

Economic Development Department

32



THE CITY OF SAN DIEGO

Section 4: Comments

Strengths

- Mentions analysis of Census and demographic data
- Some information provided

Deficiencies

- No description of determination for project benefits
- Does not describe details for determination high need populations
- No data or sources cited (what year?)



THE CITY OF SAN DIEGO

Section 5: Project Specifics (a. and b.)



Section 5 (all): Project Specifics

THE CITY OF SAN DIEGO

CITY OF SAN DIEGO

FY 2016 CDBG RFP

CITY OF SAN DIEGO

FY 2016 CDBG RFP

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, or 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-mail) (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);

1. 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 (9am-12pm) and evening session (6pm-9pm).

ii. Class will be held in the classroom setting of a computer lab. Online discussions can be hosted via Skype, Google Hangouts, or other web-based communication. Should the student lack a computer, some will be set aside for class discussions and other interactive events. Student proximity to the lab should ensure instructor 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 for 30 participants, we will divv up the students into groups of 15. This size we feel tenable for instruction, since it allows for a learning and fosters discussion, but is also efficient. Instructors will also be available for questions on a regular basis.

iv. Explain and justify the total amount of costs for each group of services provided and specify what CDBG funds will primarily pay for, such as program 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 students. Instructors will be provided at no cost to prevent barriers of involvement (there would be most burdensome to those with the lowest incomes).

Given that this is a job training and workforce development program, roughly 70% will be allocated to payroll (\$71,000), covering the four iterations of the 3-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 60 Apple iPads (\$30k) and a server, reduced to \$20k 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 of 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-Program Administration staff.

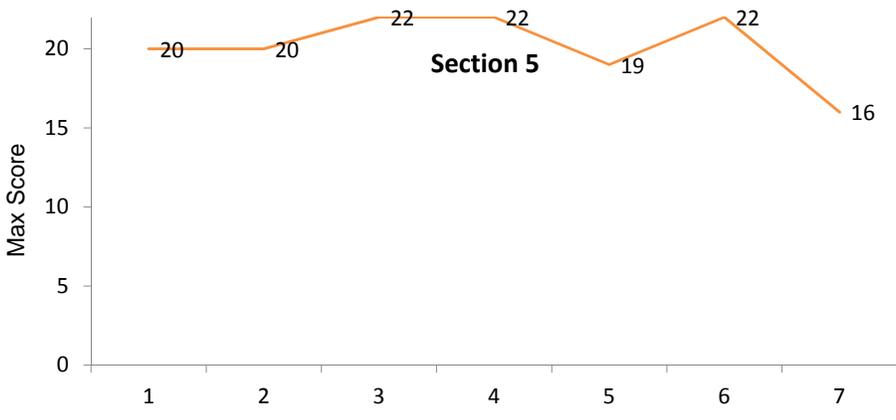
NOTE: The information submitted below will be incorporated in the FY 2016 CDBG Agreement, if awarded funds.

Month	Specify Project Milestones/Actions Completed	Cumulative Amount of CDBG Expended	% of Project Budget
July 2015	Purchased iPads, first month of classes for group 1	\$20,000.00	29%
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 group 1	\$43,509.08	41%
November 2015	First month group 2	\$51,345.44	48%
December 2015	Second month group 2	\$59,181.80	54%
January 2016	First month group 3	\$67,018.16	63%
February 2016	Second month group 3	\$74,854.52	70%
March 2016	First month group 4	\$82,690.88	78%
April 2016	Second month 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%



Section 5 (all): Project Specifics

THE CITY OF SAN DIEGO



CPAB Member



THE CITY OF SAN DIEGO

Section 5 (all): Project Specifics

a. Services to be Provided (i,ii,iii,and iv)

- 4 cohorts
- 3 classes: beginner, intermediate, & advanced
- 1 cohort = 30 students
- 2 classes (15 each)
- AM & PM session
- Group setting
- Computer lab
- Some computers available
- No fees
- Costs for staffing, technology and other

b. Project Schedule

- Purchase of Ipads
- Participants selected
- Schedule of groups
- Evaluation
- Reporting

Economic Development Department

37



THE CITY OF SAN DIEGO

Section 5: Comments

Deficiencies

- 4 Cohorts, 3 courses, class size and timing unclear
- Locations and logistics not clear
- Mentions computer lab but also that computers may be available
- 40 Ipads mentioned to be rotated but class of 30?
- Selection of participants listed in August but class for group 1 to start in July
- Job placement when?

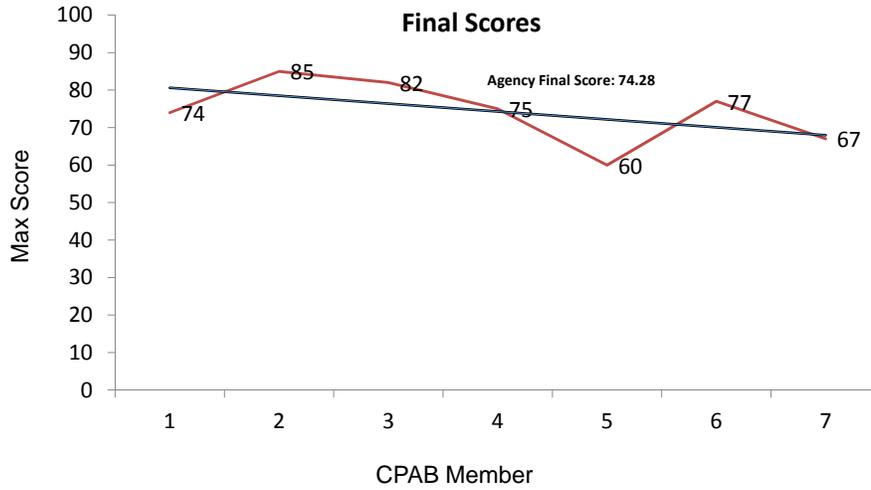
Economic Development Department

38



THE CITY OF SAN DIEGO

Final Scores



Economic Development Department

39



THE CITY OF SAN DIEGO

Questions???

Economic Development Department

40

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: NONPROFIT CIP & HOUSING REHABILITATION



Applicant Agency: _____

Project Name: _____

Overall Score:

Reviewer's Name: _____

Reviewer's Signature: _____

Category	Criteria	Reviewer Score	Maximum Score
1. Project Characteristics	a. Applicant provides a clear project summary which includes: i. Brief description of the project including resulting activities and/or services to be provided;		5
	ii. Characteristics of Population(s) to be serve; and		5
	iii. The critical need(s) that will be addressed including how other resources are not available to meet the need(s).		5
	b. Applicant clearly explains how the proposed project will result in a new facility, expansion of an existing facility, or improvements to an existing facility or housing: i. Number and type of major improvements to facility; or ii. Housing stabilization improvements.		5
	c. Applicant clearly identifies the goal(s) of the project and describes how these goals will be met.		5
	d. Applicant clearly identifies the results of the project: i. Number of unduplicated City of San Diego individuals or households to be assisted; or ii. Number of unduplicated City of San Diego businesses to be assisted.		5
	Comments:		
		Total:	Points Possible
			30

Reviewer Initials: _____

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: NONPROFIT CIP & HOUSING REHABILITATION



Category	Criteria	Reviewer Score	Maximum Score
2. Organizational Capacity	a. Applicant clearly describes their experience in successfully implementing projects of similar scope and of comparable complexity.		5
	b. Applicant has experience in providing services to low and moderate income residents or presumed low and moderate income CDBG beneficiaries such as seniors, illiterate adults, homeless persons, abused children and/or battered spouses.		5
	c. Describes efforts to collaborate with other service agencies including organizations that provided similar services and resources.		5
	Comments:	Total:	Points Possible
			15
3. Budget	a. Applicant identifies alternative future sources of funding to support the proposed project and demonstrates that the project will not rely on CDBG funds for maintenance of improvements.		5
	b. Budget for project clearly identifies all sources of funding for the total project costs.		5
	c. Budget clearly details uses of funds (City of SD CDBG funds and non-City of SD CDBG funds) by eligible budget line items.		5
	d. Budget clearly lists all other funding sources secured for project, submits documentation for each source listed, and percent of funds leveraged (calculated by: other secured funding/total project costs) is: <ul style="list-style-type: none"> ▪ 0% (0 points) ▪ 1%-20% (1 points) ▪ 21%-40% (2 points) ▪ 41%-60% (3 points) ▪ 61%-80% (4 points) ▪ 81%-100% (5 points) 	<i>(HPA confirmed: % & points)</i>	5
	Comments:	Total:	Points Possible
			20

Reviewer Initials: _____

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: COMMUNITY & ECONOMIC DEVELOPMENT



Applicant Agency: _____

Project Name: _____

Overall Score:

Reviewer's Name: _____

Reviewer's Signature: _____

Category	Criteria	Reviewer Score	Maximum Score
1. Project Characteristics	a. Applicant provides a clear project summary which includes: i. Brief description of the project including resulting activities and/or services to be provided;		5
	ii. Characteristics of Population(s) to be served; and		5
	iii. The critical need(s) that will be addressed including how other resources are not available to meet the need(s).		5
	b. Applicant clearly explains how the proposed project will result in the provision of a new program or the expansion of an existing program .		5
	c. Applicant clearly identifies the goal(s) of the project and describes how these goals will be met.		5
	d. Applicant clearly identifies the results of the project: i. Number of unduplicated City of San Diego individuals or households to be assisted; ii. Number of unduplicated City of San Diego businesses to be assisted.		5
	Comments:		
		Total:	Points Possible
			30

Reviewer Initials: _____

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: COMMUNITY & ECONOMIC DEVELOPMENT



Category	Criteria	Reviewer Score	Maximum Score
2. Organizational Capacity	a. Applicant clearly describes their experience in successfully implementing projects of similar scope and of comparable complexity.		5
	b. Applicant has experience in providing services to low and moderate income residents or presumed low and moderate income CDBG beneficiaries such as seniors, illiterate adults, homeless persons, abused children and/or battered spouses.		5
	c. Describe efforts to collaborate with other service agencies, including organizations that provide similar services and resources.		5
	Comments:	Total:	Points Possible
			15
3. Budget	a. Applicant identifies alternative future sources of funding to support the proposed project and demonstrates that the project will not rely on CDBG funds for program sustainability.		5
	b. Budget for project clearly identifies all sources of funding for the total project costs.		5
	c. Budget clearly details uses of funds (City of SD CDBG funds and non-City of SD CDBG funds) by eligible budget line items.		5
	d. Budget clearly lists all other funding sources secured for project, submits documentation for each source listed, and percent of funds leveraged (calculated by: other secured funding/total project costs) is: <ul style="list-style-type: none"> ▪ 0% (0 points) ▪ 1%-20% (1 points) ▪ 21%-40% (2 points) ▪ 41%-60% (3 points) ▪ 61%-80% (4 points) ▪ 81%-100% (5 points) 	<i>(HPA confirmed: % & points)</i>	5
	Comments:	Total:	Points Possible
		20	

Reviewer Initials: _____

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: PUBLIC SERVICES



Applicant Agency: _____

Project Name: _____

Overall Score:

Reviewer's Name: _____

Reviewer's Signature: _____

Category	Criteria	Reviewer Score	Maximum Score
1. Project Characteristics	a. Applicant provides a clear project summary which includes: i. Brief description of the project including resulting activities and/or services to be provided;		5
	ii. Characteristics of Population(s) to be served; and		5
	iii. The critical need(s) that will be addressed including how other resources are not available to meet the need(s).		5
	b. Applicant clearly explains how the proposed project will result in the provision of a new service or the expansion of an existing service .		5
	c. Applicant clearly identifies the goal(s) of the project and describes how these goals will be met.		5
	d. Applicant clearly identifies the results of the project: i. Number of unduplicated City of San Diego individuals or households to be assisted.		5
	Comments:		
		Total:	Points Possible
			30

Reviewer Initials: _____

CONSOLIDATED PLAN ADVISORY BOARD FISCAL YEAR 2017 CDBG APPLICATION EVALUATION FORM
Category: PUBLIC SERVICES



Category	Criteria	Reviewer Score	Maximum Score
2. Organizational Capacity	a. Applicant clearly describes their experience in successfully implementing projects of similar scope and of comparable complexity.		5
	b. Applicant has experience in providing services to low and moderate income residents or presumed low and moderate income CDBG beneficiaries such as seniors, illiterate adults, homeless persons, abused children and/or battered spouses.		5
	c. Describe efforts to collaborate with other service agencies including organizations that provide similar services and resources.		5
	Comments:	Total:	Points Possible
			15
3. Budget	a. Applicant identifies alternative future sources of funding to support the proposed project and demonstrates that the project will not rely on CDBG funds for program sustainability.		5
	b. Budget for project clearly identifies all sources of funding for the total project costs.		5
	c. Budget clearly details uses of funds (City of SD CDBG funds and non-City of SD CDBG funds) by eligible budget line items.		5
	d. Budget clearly lists all other funding sources secured for project, submits documentation for each source listed, and percent of funds leveraged (calculated by: other secured funding/total project costs) is: <ul style="list-style-type: none"> ▪ 0% (0 points) ▪ 1%-20% (1 points) ▪ 21%-40% (2 points) ▪ 41%-60% (3 points) ▪ 61%-80% (4 points) ▪ 81%-100% (5 points) 	<i>(HPA confirmed: % & points)</i>	5
	Comments:	Total:	Points Possible
			20

Reviewer Initials: _____