



Washington State Community Action Partnership
PO Box 7130
Olympia, WA 98507
Clarity, Impact & Performance Project

REQUEST FOR PROPOSAL

I. GENERAL INSTRUCTIONS

The Washington State Community Action Partnership (WSCAP) is soliciting proposals for advocacy & marketing, project management, thought participation, and fundraising services to support its Clarity, Impact & Performance Project (Project).

It is the intent of WSCAP to select one contractor to provide all specified services. Questions about WSCAP, the Project, or this Request for Proposal should be in writing on or before April 20, 2016 and directed to:

Merritt Mount, Executive Director
Washington State Community Action Partnership
PO Box 7130
Olympia, WA 98507
mmount@wapartnership.org

II. ORGANIZATIONAL OVERVIEW

Community Action Agencies are dedicated to changing people's lives, embodying the spirit of hope, improving communities and making America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

III. PROJECT OVERVIEW

The mission of the Clarity, Impact & Performance Project (Project) is "To grow the impact of the Community Action network on individuals and communities by clearly demonstrating value through measurable outcomes, proven programs and validated research, by promoting a common platform for working collaboratively within local communities, and by creating a culture of innovation and accountability."

The goal of the Clarity, Impact & Performance Project (Project) is that "By 2017, every Community Action Agency in Idaho, Oregon and Washington has the capability and capacity to rigorously measure its impact on individuals and communities and is using that ability to increase performance and accountability." This includes clarifying Community Action Agency goals, identifying indicators, and providing necessary support to facilitate collection, reporting, and use of data for Performance Management.

IV. STAKEHOLDERS

The contractor will provide project support directly to the Washington State Community Action Partnership (WSCAP) in its role of fiscal agent for the Project, and the Project Steering Committee. Contractor must also develop and maintain constructive working relationships with Project customers. Project customers include, but are not limited to the 53 Community Action Partnership agencies in Idaho, Oregon and Washington, The Idaho Department of Health and Welfare, The Oregon Department of Housing and Community Services, the Washington State Department of Commerce, and the National Community Action Partnership (NCAP). Contractor must also work collaboratively with Oregon State University and/or other entities who may be contracted to conduct research and provide technical support for this project.

V. PROJECT TASKS AND SPECIFICATIONS

- A. TASK ONE—Develop and Maintain Project Work Plan.** The contractor will collaboratively work with project stakeholders to develop and maintain a project work plan approved by the Steering Committee. At minimum, the project work plan should outline specific project milestones across all aspects of the project. The project work plan should also include activities, roles, responsibilities, expected deliverables, communication plan, and timeline associated with each milestone. Contractor will be responsible for tracking and reporting progress on the work plan, and for making revisions as recommended and/or approved by Steering Committee
- B. TASK TWO—Facilitate communication among all project customers, stakeholders, and contractors.** Contractor will be responsible for collaborating with the Steering Committee, Oregon State University, and other project partners to assure timely and consistent communication between all project customers, stakeholders, and contractors. This includes incorporating explicit plans for communication into project work plan (as noted in Part V. Section A of this RFP).
- C. TASK THREE—Facilitate Stakeholder Engagement.** Contractor will work in collaboration with the Steering Committee, Oregon State University, and other project partners to identify scalable and diverse opportunities to engage project customers (e.g., member agencies, low-income households) in work plan activities. Contractors will facilitate engagement among project customers and stakeholders using multiple, creative avenues which encourage broad involvement across region.
- D. TASK FOUR—Fundraising.** The contractor will work collaboratively with Project Steering Committee, Oregon State University, and other project partners to 1) identify areas where funding is needed to support project milestones, 2) identify potential revenue sources based on funding need, 3) develop, maintain and manage relationships with potential funders (e.g., government agencies, foundations, national associations), and 4) successfully raise funds necessary to support the project goal.
- E. TASK FIVE—Marketing and Advocacy.** Contractor will work in collaboration with the Steering Committee Oregon State University, and other project partners to identify, facilitate, and/or support opportunities for marketing and advocacy of project to local, state, regional, and national stakeholders. This includes packaging and dissemination of project documentation in

a manner that is professional, visually appealing, and accessible to multiple, diverse audiences.

VI. PROJECT REQUIREMENTS

A. Deliverables. The following table outlines minimum contractor deliverables associated with each project task.

Task #	Task Description	Deliverables	Due Date
TASK 1	Develop and Maintain Project Work Plan	1. Draft Work Plan for steering committee review	
		2. Finalize Work Plan	
Task	Task Description	Deliverable	Due Date
TASK 1	Develop and Maintain Project Work Plan <i>(continued)</i>	3. Monthly updates to work plan (or more frequently as needed). Any revisions or updates to work plan shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP).	
		4. Overarching progress related to project benchmarks shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP). This includes a summary of work completed by all project contractors (e.g., Oregon State University).	
TASK 2	Facilitate communication among all project customers, stakeholders, contractors	1. At minimum, plans for communication shall be incorporated into Project Work Plan (Task 1). A more detailed Communication Plan may also be submitted.	
		2. Communication activities associated with Task 2 shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP). This includes any updates or revisions to communication strategy/plan.	
TASK 3	Facilitate Stakeholder Engagement	1. Draft detailed Stakeholder Engagement Plan to steering committee for review.	
		2. Final detailed Stakeholder Engagement Plan.	

		<p>3. <i>Contractor efforts</i> associated with Task 3 shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP). This includes any updates or revisions to Stakeholder Engagement Plan.</p>	
		<p>4. <i>Results</i> of contractor activity associated with Task 3 (engagement among project stakeholders and/or customers) shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP).</p>	
Task	Task Description	Deliverable	Due Date
TASK 4	Fundraising	<p>1. Draft detailed Fundraising Plan to steering committee for review.</p>	
		<p>2. Final Fundraising Plan.</p>	
		<p>3. <i>Contractor efforts</i> associated with Task 4 shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP). This includes any updates or revisions to Fundraising Plan.</p>	
		<p>4. <i>Results</i> of contractor activity associated with Task 4 (funds raised) shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP).</p>	
TASK 5	Marketing and Advocacy	<p>1. Draft detailed Marketing and Advocacy Plan to steering committee for review.</p>	
		<p>2. Final detailed Marketing and Advocacy Plan.</p>	

		<p>3. <i>Contractor efforts</i> associated with Task 5 shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP). This includes any updates or revisions to Marketing and Advocacy Plan.</p>	
		<p>4. <i>Results</i> of contractor activity associated with Task 5 shall be summarized in monthly report to steering committee (outlined in Part VI, Section B of this RFP).</p>	

B. Reporting Requirements. At minimum, contractor will submit a monthly report *no later than one week prior to monthly Project Steering Committee meetings. Monthly update reports shall summarize the following:*

1. Progress on milestones identified in Project Work Plan (Task 1).
2. Updates or revisions to Project Work Plan (Task 1).
3. Contractor Efforts/Activity associated with all tasks (Task 1-5).
4. Updates or Revisions to detailed task plans (Tasks 2, 3, 4, and 5).
5. Results/Outcomes of Contractor activity associated with Tasks 3, 4, and 5.

C. Meeting Participation. At minimum, contractor will participate in the following project meetings:

1. **Project Steering Committee Meetings:** Steering Committee meetings occur monthly by phone, and once every quarter in person (at various locations within the three state region). Additional Steering Committee meetings may occur as needed.
2. **Association Meetings:** Contractor is expected to attend a minimum of 1 state association meetings (for each state) during the contract period.
3. **Meetings (Check-Ins) with Oregon State University:** Contractor is expected to attend a minimum of one meeting per month with Oregon State University. This meeting may occur by phone or web conference.

D. Intellectual Property Rights, Confidentiality, and Security. The contract can be more detailed—however, potential applicants should be aware of basic expectations when they bid (e.g., computer security requirements, federal funding requirements).

E. Cost and Invoicing requirements. The contract can be more detailed—however, potential applicants should be aware of basic expectations when they bid (e.g., federal funding or OMB requirements).

- F. Do not exceed amount.** The maximum budget for this project is \$50,000. The contractor must furnish all resources (personnel, equipment, office supplies, transportation, facilities, etc.) required to provide the services described in this RFP.

VII. PROPOSAL SUBMISSION

All proposals should be submitted in writing. Written proposals should be submitted to WSCAP no later than April 30, 2016. Selection of the winning proposal will be announced no later than May 21, 2016. The resulting contract will begin June 1, 2016 and run for 12 months with an option for extending into the future.

Please submit responses to:

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