



*Commonwealth of Massachusetts*  
**EXECUTIVE OFFICE OF HOUSING & ECONOMIC DEVELOPMENT**  
One Ashburton Place, Room 2101  
Boston, MA 02108

**Fiscal Year 2019**  
**Urban Agenda Grant Program**  
**Request for Proposals (RFP)**

RFP Announced: **Monday, September 24, 2018**

Application Submission Period: **September 24, 2018 – October 25, 2018**

Deadline: **Thursday, October 25, 2018, 5:00pm**

Questions: Email [ehedgrants@mass.gov](mailto:ehedgrants@mass.gov) with Subject "Urban Agenda RFP"

## 1. **INTRODUCTION**

The Executive Office of Housing and Economic Development is pleased to announce the availability of funds for a Fiscal Year 2019 round of the Urban Agenda program. The program is seeking proposals for projects and programming located within eligible municipalities that entail community-driven responses to community-defined economic opportunities, and that build leadership, collaboration, and capacity at the local level.

The Baker-Polito Administration recognizes that urban centers face unique economic and quality of life challenges, and that the path to success lies in tapping into the unique local assets that they already possess, rather than in one-size-fits-all directives from government. The Commonwealth's Urban Agenda program is focused on promoting economic vitality and cultivating stronger urban neighborhoods across Massachusetts.

The Urban Agenda grant program looks to assist urban communities as they work to unlock economic opportunities through collective impact and shared accountability. As highlighted in research by the Federal Reserve Bank Boston and the Working Cities Challenge:

*“Small cities in Massachusetts and across New England possess unique assets and face a unique set of challenges. ...Notwithstanding these challenges, research on small cities conducted by the Federal Reserve Bank of Boston has found that eight cities out of a peer group of 26 nationwide have been able to either maintain or recover much of their economic stability, as measured by income, reduced poverty rates, population, and economic vitality. Several factors drove the rebound of these “resurgent” cities: collaborative leadership, the role of anchor institutions, investment in infrastructure, and extension of benefits to the community as a whole. Of these, collaborative leadership – the ability to work together across sectors over a sustained period with a comprehensive vision – was most crucial. The findings are strikingly similar to those of the Living Cities Integration Initiative, deployed in five larger cities with substantial inner-city populations. Both sets of findings elevate the importance of collaborative leadership in creating systems-level changes that will enable small cities to reach their full potential as places to live, work, and raise a family.”*  
[Ref.: <https://www.bostonfed.org/workingcities/about/research.htm>]

The Urban Agenda program offers flexible grant funding for local partnerships to implement projects and programming that are based on creative collaborative work models with the goal of urban communities achieving economic progress. Projects and programming leverage existing economic assets to respond to and deliver on defined economic development and quality of life goals.

## 2. **RFP SCOPE AND DESCRIPTION**

### 2.1 **RFP Scope and Description**

Urban Agenda grants will be awarded on a competitive basis. Within the limits of applicable appropriations, the Executive Office of Housing and Economic Development shall make multiple grants not to exceed \$100,000 each for the implementation, and general operating support of innovative and collaborative community economic development projects and programming that support residents in low to moderate income communities.

## 2.2 Number of Awards

Multiple

## 2.3 Acquisition Method and Estimated Value of the Contract

Fee for service. Payment schedule will be negotiated as part of contracting.

## 2.4 Funding Source

7002-0036 Urban Agenda Economic Development Grants

For a competitive grant program to work with urban entrepreneurs to promote small businesses, create new jobs and support workforce development and training initiatives in urban communities; provided further that the program shall be administered by the executive office of housing and economic development.

## 2.5 Project/Programming Duration

- Six (6) – Twelve (12) Months starting January 2019
- Timeline should be at least 6 months (January - June 2019) but no more than 12 months (January - December 2019)

# 3. ELIGIBILITY

## 3.1 Eligible Municipalities

Urban municipalities that meet certain household income benchmarks (median household income less than 90 percent of the state's average income)

Eligible Municipalities							
1	Amesbury	15	Fitchburg	29	Methuen	43	Somerville
2	Amherst	16	Framingham	30	Milford	44	Southbridge
3	Attleboro	17	Gardner	31	New Bedford	45	Springfield
4	Barnstable	18	Gloucester	32	Newburyport	46	Taunton
5	Beverly	19	Greenfield	33	North Adams	47	Waltham
6	Boston	20	Haverhill	34	Northampton	48	Webster
7	Brockton	21	Holyoke	35	Norwood	49	West Springfield
8	Cambridge	22	Lawrence	36	Peabody	50	Westfield
9	Chelsea	23	Leominster	37	Pittsfield	51	Winthrop
10	Chicopee	24	Lowell	38	Provincetown	52	Woburn
11	Clinton	25	Lynn	39	Quincy	53	Worcester
12	Easthampton	26	Malden	40	Revere		
13	Everett	27	Marlborough	41	Salem		
14	Fall River	28	Medford	42	Somerset		

### 3.2 Maximum Number of Allowable Application Submissions

In the event that more than the allowable amount of applications are submitted for project/programming within an eligible municipality, all applications for that municipality shall be deemed disqualified.

#### 3.2.1 **Eligible Municipalities with a population *under* 150,000**

Eligible municipalities with a population under 150,000 may submit one application for project/programming located within the municipality.

#### 3.2.2 **Eligible Municipalities with a population *over* 150,000**

\*source: United States 2010 Census

The municipalities of **Boston, Springfield, and Worcester** may submit either

- a. One application for project/programming that is city-wide
- or -
- b. One application per each distinct clearly defined neighborhood

### 3.3 Eligible Lead Applicants

Applications must be spearheaded by an eligible municipality in which the project/programming is taking place with a main community partner, one of which shall act as the lead applicant on the application.

The CEO of the municipality and the main community partner must both provide a letter of support outlining their respective specific commitment(s) for the project/programming.

### 3.4 Eligible Partners

Chambers of commerce, community-based organizations, local businesses, local employers, local housing authorities, main streets organizations, neighborhood associations, other municipalities, private sector partners, schools, youth groups, etc.

### 3.5 Statement of Work Requirements

Recipients of Urban Agenda grants shall implement Project/Programming with a specific focus.

#### 3.5.1 Examples of Project/Programming Focus

- Targeted workforce development
- Innovative vocational education activities
- Main Street and small business supports
- Mentorship for adult and/or youth entrepreneurs
- Development and training support for women, veteran, and/or minority-owned businesses

### 3.6 Application Details

#### 3.6.1 Application Sections

- Application Overview & Lead

- Project Overview
- Community Collaboration and Partnerships
- Project/Programming Vision and Goals
- Target Population
- Economic Opportunity – Project/Programming Plan
- Capacity to Succeed
- Application Submission Page

3.6.2 Required Attachment: Letters of support that outline the specific commitment(s) for the project/programming from 1) the CEO of the municipality *and* 2) the main community partner

3.6.3 Optional Attachment: Other letters of support. If written by a project/program partner, letter must include the role that the writer will be playing in the project/programming

### 3.7 Evaluation Criteria

The Executive Office of Housing and Economic Development will review and score applications (100 points max) based on the following criteria:

#### 3.7.1 Strength of lead applicant and project partners (10 points)

- Evidence of the applicant's experience
- Evidence of past successes in community economic development

#### 3.7.2 Vision and Goals (10 points)

- Vision and goals of the project/programming are clearly defined
- Description of the where the project or programming will take including: Neighborhood Characteristics, Economic Context, and Social Context
- Consistency with the host municipality's larger strategic vision and aspirations

#### 3.7.3 Community Collaboration and Partnerships (20 points)

- Description of existing community coalition or collaboration with thoughtful assembly of partners
- Strong partnerships including: residents, local leaders, non-profits, businesses and/or other public and private sector partners
- Demonstration of direct community and institutional support
- Innovation of the collaboration that leverages existing strengths and develops new local capacity and leadership

#### 3.7.4 Target Population (10 points)

- Description of the target population that will benefit from the project
- Articulation of the identified needs of the population that the project will address

#### 3.7.5 Economic Opportunity – Project Plan (40 points)

- Description of the economic opportunity that will be leveraged by the Project/Programming
- Demonstration of how members of the target population have been engaged for the development and implementation of the Project/Programming
- Demonstration of how the Project/Programming is a response to the opportunity

- Specific outline of the Project/Programming activities
- Anticipated outcomes and how the Project/Programming will support and benefit the target population
- **Note:** For projects focused on workforce development and/or training, the project plan must reflect alignment with the municipality's corresponding Regional Labor Market Blueprint, and specifically describe coordination with workforce skills partners and employers, including articulated strategies and shared accountability activities.

#### 3.7.6 Capacity to Succeed (10 points)

- Clear and appropriate Project/Programming timeline that outlines key activities and benchmarks
- Detailed budget that includes total budget, allocation of grant funds, and other sources of funding (while not required, proposals that include other committed funding will be considered more competitive)

The following general terms shall also apply during the evaluation phase:

- The Executive Office of Housing and Economic Development reserves the right to reject any and all applications
- A response which fails to meet any material term or condition of the RFP, including the submission of required attachments, may lose points or be deemed unresponsive and disqualified
- The Executive Office of Housing and Economic Development will award contracts based on the quality of the application and acceptability of the quotation for services
- The Executive Office of Housing and Economic Development will may request a phone interview prior to entering into a contractual agreement
- The Executive Office of Housing and Economic Development will may request an applicant to modify specific aspects of their application prior to being offered a contract

## 4. REPORTING

Recipients of Urban Agenda funding will report quarterly on their use of funds, and the outcomes of activities funded by the program.

## 5. ESTIMATED PROCUREMENT CALENDAR AND RELATED TERMS

### 5.1 Estimated Procurement Calendar

Item	Date
RFP Issued	September 24, 2018
Online Application Window Opens	September 24, 2018
RFP Conference Call *Call # and details will be posted on the Urban Agenda page on mass.gov/hed	October 2, 2018, 1:00pm
Deadline for Applications	October 25, 2018, 5:00pm
Notification of Successful Applications	December 2018
Estimated Contract Start Date	January 2018

## 5.2 Submission of RFP Questions

- The Executive Office of Housing and Economic Development will address/answer general questions about this RFP during the conference call
- Staff will be unable to answer any individual questions while the application period is open.
- Additional questions may be submitted in writing by email to [cohedgrants@mass.gov](mailto:cohedgrants@mass.gov) (*with the subject line "Urban Agenda RFP"*), will be reviewed in the order they are received, and may be aggregated
- The Executive Office of Housing and Economic Development will reserves the right not to respond to questions
- Responses to general questions that provide clarifications and/or corrections to the RFP, will be posted on [mass.gov/hed](http://mass.gov/hed)
- All answers to questions submitted shall be considered final when posted. Any subsequent revisions to previously provided answers will be dated. Answers to submitted questions will be posted on the Urban Agenda Program page on [mass.gov/hed](http://mass.gov/hed)

## 6. OTHER TERMS

- 6.1 The Massachusetts Executive Office of Housing and Economic Development complies with all Commonwealth of Massachusetts' procurement laws and regulations set forth and overseen by the Commonwealth's Operational Services Division when awarding contracts as well as the state's award requirements as mandated and overseen by the Office of the State Comptroller when dispersing these funds.
- 6.2 Successful applicants, upon notification of contract award, will be required to enroll in EFT as a contract requirement by completing and submitting the Authorization for Electronic Funds Payment Form to the Executive Office of Housing and Economic Development for review, approval and forwarding to the Office of the Comptroller. If the applicant is already enrolled in the program, it may so indicate in its response. Because the Authorization for Electronic Funds Payment Form contains banking information, this form, and all information contained on this form, shall not be considered a public record and shall not be subject to public disclosure through a public records request.
- 6.3 All responses and information submitted in response to this RFP are subject to the Massachusetts Public Records Law, M.G.L. c.66, s.1-, and to c.4, s.7, ss.26.
- 6.4 If during the term of this Agreement and for a period of six years thereafter, the Executive Office of Housing and Economic Development is audited, the grantee must make all records relating to this grant available to auditors.

## Application Process, Forms, and Guidance

- **Application:** Fiscal Year 2019 Urban Agenda applications must be submitted electronically through the online application provided on the Urban Agenda page on [mass.gov/hed](http://mass.gov/hed)
- Applications will be accepted from **September 24, 2018 – October 25, 2018, 5pm.**
- The Executive Office of Housing and Economic Development will host one conference call for prospective applicants. The call will take place on **October 2, 2018** at **1pm**. Please refer to the Urban Agenda program page on [mass.gov/hed](http://mass.gov/hed) for details regarding the conference call.
- Executive Office of Housing and Economic Development staff will be unable to answer any individual questions while the application window is open. Questions must be emailed to [EOHEDgrants@mass.gov](mailto:EOHEDgrants@mass.gov).
- Examples of projects that might receive a favorable review include:
  - A community commercial kitchen training at-risk residents for culinary careers in a region with a growing hospitality sector
  - Business training and entrepreneurial supports for women-, minority- and veteran-owned businesses in response to new local business opportunities
  - A maker space that engages youth in mechanical processes in response to the community's desire to activate underutilized spaces
  - Projects that respond to families seeking financial literacy and asset building support



### **Section 1**

#### **Application Overview & Lead**

- Municipality in which the project/programming is located
- Main community partner information
- Mailing Address of lead applicant (#, street name, street ending, unit, city/town, zip code)
- Tax Identification Number (from W9) of lead applicant
- Vendor ID of lead applicant
- Authorized signatory of lead applicant (title, name)
- Project/Programming Point of Contact (Title, First Name, Last Name, Email Address, Phone)
- Required Attachment: Letters of support from 1) the CEO of the municipality *and* 2) the main community partner that outline their respective specific commitment(s) for the project/programming

### **Section 2**

#### **Project/Programming Overview**

- Project/Program Name
- Amount Requested
- Total Project Budget
- Brief Project Description (no more than 100 words)

### **Section 3**

#### **Community Collaboration and Partnerships**

- When did the coalition or partnership organize?
- What makes the group of partners innovative or effective in building local capacity and leadership?
- Partner Information (name, description, website, area(s) of involvement in plan, whether or not the project/programming includes funding for the partner \*if applicable amount & tax identification number)
- Optional Attachment: Other letters of support. If written by a project/program partner, letter must include the role that the writer will be playing in the project/programming

### **Section 4**

#### **Project/Programming's Vision and Goals**

- Describe the neighborhood, economic, and social context in which the Project/Programming currently operates or will operate
- Describe the issue and circumstances that led to the development of the Project/Programming, and how the challenges and demands were assessed
- What does the project/programming hope to achieve?
- Describe how the project/programming aligns with the community's larger strategic vision and plan.

### **Section 5**

#### **Target Population**

*\* If the municipality's population exceeds 150,000 please indicate if the project is city-wide or for a target neighborhood, if targeted neighborhood, answers must relate to that neighborhood*

- What is the project/programming's targeted population? (number of people & their demographics – adults, youth, entrepreneurs, etc.)
- What role did members of the target population play in identifying these opportunities?

- How did other stakeholders contribute to the development of the project/programming?
- How will this project/programming support and benefit the targeted population?

## **Section 6**

### **Economic Opportunity – Project/Programming Plan**

- What are the community economic opportunities that the project/programming seeks to influence and/or leverage?
- How does the project or programming respond to the identified community economic opportunities?
- Describe what the project/programming will provide (workshops, counseling, etc.)
- What outcomes has the project/programming had to date? (if project/programming is pre-existing)
- Expected outcomes

## **Section 7**

### **Capacity to Succeed**

- Project/Programming timeline with key activities and benchmarks
- Project/Programming Budget

## **Section 8**

### **Application Submission**

- Title and name of person submitting the application
- Date of submission
- \* *A confirmation email will be sent to the email address provided within the application after submittal*