

## Request for Proposals:

### NYC Civic Corps Program Evaluation

#### RFP Dates and Funding Amount:

- a. Release date for this request for proposal: **January 11, 2021 at 5:00pm ET**
- b. Deadline for Questions: **January 19, 2021 at 5:00pm ET**  
Please submit questions to: [fundRFP@cityhall.nyc.gov](mailto:fundRFP@cityhall.nyc.gov) with “NYC Civic Corps Program Evaluation” in the subject line by January 19, 2021, 5:00pm ET. Responses will be posted by January 22, 2021 at 5:00pm ET.
- c. Deadline for Proposals: **January 29, 2021 at 5:00pm ET**  
Proposals should be emailed to: [fundRFP@cityhall.nyc.gov](mailto:fundRFP@cityhall.nyc.gov) with “NYC Civic Corps Program Evaluation” in the subject line.
- d. Funding Amount: **\$85,000.00**
- e. Project Date: **March 1, 2021 – November 21, 2021**
- f. Award notification: **February 12, 2021 (est.)**

## II. NYC Civic Corps Overview

### A. Program Overview

#### Mission

NYC Civic Corps builds volunteer capacity and volunteer management systems at community-based organizations and city government agencies in New York City.

#### Vision

Community volunteers increase the quality and quantity of services delivered to underserved and vulnerable individuals in all five boroughs, including in the areas of Disaster Services, Economic Opportunity, Education, and Healthy Futures. This meaningful service in the community also results in increased health, happiness, and civic engagement in the volunteers—and AmeriCorps members—who are providing those services in their community.

#### Theory of Change

NYC Service places 80 AmeriCorps members in 40 different local community-based organizations (CBOs), with a focus on local needs and challenges. AmeriCorps members serve at a single site for a 10-month term (September to July) to recruit, manage, and train volunteers as well as build on the volunteer management systems at their site. They also seek to enhance performance data collection tools, create and conduct community assessments of need, and focus volunteer efforts on projects and initiatives that are priorities of New York City and the nation, including Disaster Services, Economic Opportunity, Education, and Healthy Futures.

## **Funding for NYC Civic Corps**

In 2019, NYC Civic Corps was awarded a three-year grant as part of the New York State Commission on National and Community Service's funding from the Corporation for National and Community Service. This award supports the majority of each AmeriCorps member's living allowance for their 10-month service term.

### **B. Program Partners**

*Mayor's Fund to Advance New York City (Mayor's Fund):* The Mayor's Fund is a 501(c)(3) nonprofit organization designed to promote partnerships between the City and the private sector to support public programs. Established in 1994, the organization serves as an important vehicle for foundations, corporations and individuals to contribute to City programs that enhance the lives of New Yorkers.

*NYC Service:* NYC Service launched in 2009 making New York City the first "City of Service" in the nation, appointing the first Municipal Chief Service Officer, and influencing a nation of cities to adopt a service model as a strategy to meet community needs. The citywide strategy advances long-term civic engagement by building partnerships between public or private organizations and residents to create sustainable change for our city's greatest needs.

## **III. Task Overview**

### **A. Instructions**

The Mayor's Fund seeks an independent evaluator to conduct an evaluation of the NYC Civic Corps AmeriCorps program covering the 2019-2020 program year. The selected evaluator will have experience evaluating and studying AmeriCorps programs and clearly demonstrate the research tools they will use to study the program's impact.

The following services are expected of the evaluator:

- Develop an implementation plan for a quasi-experimental research design, based on the evaluation plan approved by the Corporation for National and Community Service (Appendix A)
- Develop consent forms for study
- Develop interview and focus group instruments/protocols
- Process and analyze relevant qualitative and quantitative data
- Prepare a report for submission to the New York State Commission on National and Community Service in November 2021

The evaluation will compare organizations in which NYC Civic Corps AmeriCorps members are placed to organizations that are similar but do not receive Civic Corps members. Key questions outlined in the evaluation plan are:

- Does a host site's participation in NYC Civic Corps increase an organization's capacity to utilize volunteers compared to organizations that have not served as NYC Civic Corps host sites (comparison group)?
- Does participation in NYC Civic Corps increase effectiveness, efficiency and reach of host sites in terms of volunteer recruitment, training, management and retention compared to those who were not host sites?
- Does participating as a host site with NYC Civic Corps improve the capacity of the host site to sustain volunteer programs?

The evaluators should use different mechanisms to make these assessments, which may include:

- Analysis of performance measurement data collected by NYC Civic Corps
- Analysis of organizations before the NYC Civic Corps intervention and after the intervention
- Identification of organizations similar to NYC Civic Corps host sites that have not hosted members (comparison group)
- Analysis of comparison group
- Surveys of NYC Civic Corps AmeriCorps members
- Samples of client satisfaction data

#### **IV. Proposal Instructions**

Evaluators are invited to submit a proposal for this evaluation. Proposals should include a narrative of up to seven pages (single spaced, 12-point font) excluding attachments (see below). Please submit proposals electronically to [fundRFP@cityhall.nyc.gov](mailto:fundRFP@cityhall.nyc.gov) with the subject heading "NYC Civic Corps Program Evaluation."

The proposal should detail:

- a) Evaluator's narrative description of relevant experience (including experience with AmeriCorps programs, experience studying volunteer impacts in New York City, experience building tools for program administration, and/or an explanation of the ability to subcontract for such services)
- b) Proposed evaluation approach utilizing appropriate research tools beyond focus groups and meeting goals outlined above, including staff who are culturally sensitive/representative and have experience working with target population and in target area
- c) Project timeline (including sufficient time to allow for proposal feedback and edits from NYC Service staff during contract negotiation)

- d) Experience building tools for program administration
- e) Budget (Include as attachment)
- f) Detailed narrative for a “theory grounded evaluation” (Include as attachment)
- g) Resumes for staff that will be involved, if not previously submitted (Include as attachment)
- h) The organization’s Form W-9. A blank one can be downloaded [here](#). (Include as attachment)
- i) A completed Doing Business Data Form, which you can download [here](#). For more information about completing the Doing Business Data form, review this [Q&A](#) (Include as attachment)
- j) The names of no fewer than three (3) clients for whom vendor has performed tasks of similar size and scope, the time period during which such tasks were performed, whether such tasks were brought to successful completion, and contact information including name and telephone number (Include as attachment)

**Proposals are due by 5 p.m. EST January 15, 2021.**

#### **V. Selection Process**

The selected contractor must have extensive knowledge and experience successfully providing services similar in nature, quality, and complexity to the services described in this mini-bid competition. In this specific RFP, the technical score will be based on the following criteria:

1. Quality of Successful Relevant Experience/Expertise	40 points
2. Quality of Proposed Approach	50 points
3. Budget	10 points

#### **VI. Funding and Timeline**

The budget for this project is \$85,000 for FY 2021.

The timeline for producing a preliminary report for review by NYC Service is **6 months** from the date of selection (September 2021), with the knowledge that additional data will continue to be collected after the preliminary report. A final report should be designed and ready to submit to the New York State Commission on National and Community Service by **November 15, 2021**.