



Request for Proposals
Community Needs Assessment
and
Five-Year Strategic Plan
for
Southern Maryland Tri-County
Community Action Committee, Inc.
(SMTCCAC)

March 2022

BACKGROUND

Southern Maryland Tri-County Community Action Committee, Inc. (SMTCCAC) was established as a private non-profit organization in response to the Economic Opportunities Act of 1964 and the nation's "War on Poverty". It has been serving low-income citizens in Calvert, Charles, and St. Mary's counties since 1965.

Agency Mission

To provide services that alleviate the causes and conditions of poverty, promote upward mobility, and enrich the quality of life.

SMTCCAC carries out its mission through a variety of means. The methods employed to determine the need for services in the communities include conducting a community-wide assessment of the region's needs and strengths.

A comprehensive plan to fight poverty emerges from this process, which when implemented addresses multiple needs and forms partnerships with other agencies and organizations to leverage scarce resources to assist low-income citizens to gain access to services that foster self-sufficiency. The result allows us to administer and, coordinate a comprehensive range of programs, designed to have a measurable impact on poverty.

In accordance with the Community Services Block Grant and Head Start Program guidance, the Agency conducts a comprehensive needs assessment periodically as part of its program planning process. The last full needs assessment conducted by the Agency was completed in 2017.

Southern Maryland Tri-County Community Action Committee, Inc.'s Community Needs assessment will provide in-depth information regarding and analysis of community needs in the following three Maryland counties for which our Agency provides services:

1. Charles
2. St. Mary's
3. Calvert

Southern Maryland Tri-County Community Action Committee, Inc. has been in operation since 1965. It has a 15–18-member Board of Directors. Currently the Agency contracts the management of its affordable housing units. The Agency administers approximately \$6 million in grants and contracts to provide the following programs and services:

- Head Start (Charles County only)
- Career Training School – Class B - Commercial Driver's License Training
- Housing Counseling

- Emergency Food
- Affordable Rental Housing
- Energy Assistance
- Tri-County Fuel Fund
- Adult Medical Day Services

In the past three years, SMTCCAC has averaged serving approximately 22,000 individuals (unduplicated count) annually. Current Agency Priorities are as follows:

1. Employment/Training
2. Education
3. Food and Nutrition
4. Housing
5. Healthcare

Funding for SMTCCAC comes from various local, state, and federal sources, as well from various private organizations and foundations.

INQUIRIES

Proposals must be submitted to Southern Maryland Tri-County Community Action Committee, Inc. via email with "Community Needs Assessment Proposal" in the subject line by 5:00 p.m. on March 24, 2022. Receipt of proposal will be acknowledged by email. Proposals received after the deadline will not be considered. The consultant/firm, that offers the proposal acknowledges the right of SMTCCAC to accept or reject any or all proposals and to waive any informality in any proposal received.

Deadline: By 5:00 p.m. on Thursday, March 24, 2022

E-Mail to: Fay Wade, Executive Assistant
fwade@smtccac.org

Subject: Community Needs Assessment & Strategic Plan Proposals

INVITATION TO BID

Southern Maryland Tri-County Community Action Committee, Inc. (SMTCCAC) is seeking proposals from consultants/firms for the development of both (1) a comprehensive Community Needs Assessment and (2) a Five-Year Strategic Plan.

1. COMMUNITY NEEDS ASSESSMENT

The selected party will gather and analyze quantitative and qualitative data from multiple sources, integrate primary and secondary data, match causes and conditions of needs and trends, assess community services gaps, comment on intersection of demographic characteristics and poverty in the SMTCCAC service areas of Charles, St. Mary's, and Calvert counties. Southern Maryland Tri-County Community Action Committee, Inc. will form a Strategic Planning Committee consisting of staff, board members, and customers. The awardee will report and disseminate information to this committee and the Board of Directors and produce a professionally finished document.

Regular meetings with Agency staff and status reports are expected to keep the project on schedule.

PURPOSE

The Community Needs Assessment will assist the Agency in strategic planning and programming decisions in relation to relevancy of programming, service delivery and design, resource allocation, and geographic distribution of services.

PROJECT PHASES

Development of Community Needs Assessment:

Part I – Project Introduction

- a. Meetings with Agency leadership, Planning Department, and Strategic Planning Committee to define the boarder framework and community needs and assets the Agency wishes to assess, discuss organization of data, and map process for compiling this information.
- b. Data research and assessment, during which respondent will communicate with Southern Maryland Tri-County Community Action Committee, Inc. regarding existing Agency derived data and secondary data sources.

Part 2 – Community Profile

Develop community profile with an emphasis on the causes and conditions of poverty impacting low-income individuals and families. Profile shall encompass the following:

- a. In-depth explanation on the conditions and underlying causes of poverty and its effect on the residents of SMTCCAC's service area.
- b. An analysis of demographic data across race/ethnicity, age, and gender, in addition to an analysis of economic trends in and their effect on the residents of SMTCCAC's service area, (Charles, St. Mary's and Calvert counties) including but not limited to:
 - Poverty analysis
 - Basic needs trends (i.e., housing, food, childcare, health costs, and transportation)
 - Health (including pre-natal care, infant mortality, health insurance, immunizations, oral health, etc.)
 - Household composition
 - Aging trends
 - Educational attainment and literacy levels
 - Labor force/employment/unemployment trends; job opportunities, sector trend and forecasts
 - Nutrition trends

- Unmet social service needs
- Saturation of social services and gap areas in geographic areas
- Foreclosures/Tax default
- Management of finances, ability to budget and save money
- Legal needs
- Transportation
- Foster care populations
- Digital access and literacy
- Crime/safety
- Veteran population data
- Homelessness-youth and adult
- Disabilities
 - Children and adult
 - Types of disabilities
 - Service providers
- Housing data; rental vs. ownership, affordable housing availability, safe and sanitary housing
- Identify emerging populations who may need our services

Part 3 – Community and Client Input

- a. Convene no fewer than three (3) focus groups, one each for SMTCCAC Customers, other services providers, and board members.
- b. Compile and present feedback from focus groups to Strategic Planning Committee.
- c. Summarize key findings to develop recommendations that can be implemented through a strategic planning process.
- d. Presentation and refinement, during which respondent will meet with SMTCCAC to present interim products, discuss potential changes, and refine the product based on the feedback received from Agency.

Part 4 – Identification of and Analysis of Gaps in Needed Services

- a. Identify resources in the Agency and in the community which can be used to address community needs.
- b. Identify community needs that are not met.

Part 5 – Final Steps in Producing Community Needs Assessment

Provide full draft of document, followed by internal review and editing within designated timeline. After the final edits have been submitted by SMTCCAC, the final version of the document will be submitted by agreed upon completion date and time. The final document will be presented to the Board of Directors on the designated date and time.

The draft and final documents shall include:

- 1) Executive summary
- 2) Customer, staff, and community input of the impacts of poverty, needs within the communities and recommendations for further addressing those needs.
- 3) In-depth explanation on the impact of poverty and its effect on the residents of SMTCCAC counties.
- 4) An analysis of demographic, data, and economic trends in the Counties.
- 5) Process approach
- 6) Key findings
- 7) Strategic recommendations
- 8) Conclusions
- 9) Additional sections as agreed upon by SMTCCAC

The **Contractor** will be required to:

- Meet with Agency administration prior to the project's start.
- Complete all work on time as outlined in Vendor contract.
- Submit a project outline with timelines to the Planning Coordinator.
- Participate in regular project update meetings.
- Submit ongoing drafts of work sections and the final document.
- Submit the document in its entirety on the due date by means of an electronic copy and two (2) professionally produced hard copy.
- Share the process, content, and conclusions of the final Community Needs Assessment document in a presentation to the Strategic Planning Committee and Agency Board of Directors at times to be determined.

SMTCCAC will:

- Secure adequately sized meeting rooms.
- Recruit customers for project participation.
- Be responsible for providing meeting locations, supplies, and materials for meetings.
- Provide statistical data on SMTCCAC customers, except as detailed above/indicated in Vendor contract.

2. FIVE-YEAR STRATEGIC PLAN

Based on the community needs assessment, the awardee will be expected to develop a five-year strategic plan. This process will include assisting in refining the vision for Southern Maryland Tri-County Community Action Committee, Inc. and clarifying its role, mission, values, priorities, and goals, if necessary. The work will also include engaging Agency board, staff, and community partners/stakeholders in the development of short and long-term Agency goals, objectives, and strategies.

Part 1- Organizational Assessment and Preparation –

- a. SMTCCAC desires a process that is inclusive and collaborative. The awardee will be responsible for working with key board and staff members to review necessary organizational documents (mission, vision, values, goals, priorities); and conducting internal evaluations of the organization that include an assessment of immediate issues to be addressed and SWOT and/or gap analysis.

Part 2 – Organizational Planning

- a. The awardee will engage Agency board, staff and community partners/stakeholders to:
 - Review and revise, as necessary, the Agency’s vision and mission statements, priorities, and goals
 - Develop short- and long-term goals and objectives
 - Develop key strategies
 - Review current key indicators and outcomes that can serve as the basis for performance measures; revise any indicators or outcomes as necessary
- b. The Strategic Plan will include an implementation plan with a defined implementation timeline that ensures the identified strategies become an active and integrated part of the Agency’s operations and the projected outcomes are measured and evaluated.

Part 3 – Strategic Plan Document

- a. The awardee will be responsible for preparing a draft strategic plan document for review and presentation to the Southern Maryland Tri-County Community Action Committee, Inc. Strategic Planning Committee, Board of Directors, leadership team, and staff.
- b. The awardee will review proposed changes with the Executive Director. The awardee will then make final changes to the document.
- c. The awardee will be responsible for presenting SMTCCAC with the final version of the Strategic Plan, along with an executive summary.

INFORMATION REQUIRED WITH PROPOSAL

Bidder’s response must designate separate proposal amounts for the Community Needs Assessment and for the Strategic Plan. Bidder’s response must include the following information in the same order and format sequence:

- Cover Sheet
- References

- Cost sheet of estimated costs with estimated completion time
- Written description of the anticipated process approach of the project based on this document
- Prior experience and qualifications
- A work sample(s) or a web-link of a related piece(s)

QUALIFICATION AND EXPERIENCE

The qualified consultant must satisfy the following requirements:

- Experience in providing a high-quality Community Needs Assessment and strategic planning.
- Familiarity with Community Action and demographics, human services, and the community development industry; and
- Expertise in statistically valid data gathering, interpretation, analysis, and communication of findings.

TIMELINE

E-mail bids out:	March 11, 2022
Deadline for bids to be submitted to SMTCCAC:	March 24, 2022
Bid awarded:	April 25, 2022
Project completion:	July 25, 2022

RIGHT TO REJECT AND WITHDRAWAL OF PROPOSALS

SMTCCAC reserves the right to reject any or all Proposals in whole or in part and to waive any informality therein or accept any proposal it may deem in the best interest of SMTCCAC.

OFFER PERIOD

Proposals will remain firm for a period of 90 days upon receipt. This RFP and bidder's response will become part of the Service Agreement. The intent of this RFP document is to include all items necessary for proper execution and completion of the work described in this document.

EXECUTION OF CONTRACT

SMTCCAC reserves the right to consider proposals based on their relative merit, risk, and value to the organization, and reserves the right to negotiate with all service providers. Contracted service offers will be based upon the Vendor's responsiveness to the RFP and total price quoted for all items covered by the RFP.

The successful Vendor may be asked to participate in negotiations and may be asked to make revisions to their proposals based on negotiations. In submitting a proposal, each Vendor acknowledges that they have read and understand these requirements.

TERM OF SERVICE

The term of contract will begin upon bid award and end in July 2022.