

REQUEST FOR PROPOSAL

- CONSULTANT -

NEEDS AND OPPORTUNITY ASSESSMENT

1. Overview

1.1. Purpose of the project:

Central Alberta Poverty Reduction Alliance (CAPRA) is exploring the challenges faced by individuals and families experiencing poverty in Red Deer. The purpose of the Needs and Opportunity Assessment is as follows:

- Actively engage individuals experiencing poverty to identify the needs and inform the opportunities for the prevention and reduction of poverty in Red Deer,
- Educate the community about poverty related issues, thereby increasing intention for action in relation to poverty prevention and reduction, and
- Inform future strategies to prevent and reduce poverty in Red Deer.

1.2. Description of CAPRA:

Central Alberta Poverty Reduction Alliance is a group of people and organizations who work collaboratively to find local solutions and make a real difference on poverty. We work at the strategic level, taking a big-picture, long-term approach to have a collective, permanent impact on poverty. Our members strive to:

- Identify opportunities, advocate and influence policy,
- Advocate, promote and support poverty reduction programs and services, and
- Educate the community about poverty related issues.

More information about CAPRA can be found in Appendix A.

1.3. Background of the project:

After receiving funds from The City of Red Deer for this project, CAPRA gathered a multi-sectoral advisory committee who provided input to the development of the Needs and Opportunities Assessment. In addition, a partnership between Alberta Health Services (AHS) and Red Deer College (RDC), Department of Psychology has enabled two students to conduct research on behalf of CAPRA. The advisory committee, which included the students and instructor, recommended that participatory action research be used to guide the assessment process. They further recommended that any activities of the Needs and Opportunities Assessment be aligned with the research efforts of the RDC students. A complete report on the advisory committee's recommendations is provided in Appendix B.

The following definition of poverty was adopted by the committee:

People experience poverty when they lack or are denied economic, social and/or cultural resources to have a quality of life that supports and allows respectful and meaningful participation in the community.

In addition, eight priority areas were identified:

- 1) Social Justice – Everyone experiences fair and equitable treatment,
- 2) Transportation – Everyone has access to affordable multi-modal transportation that enables travel to and from activities (school, recreation, work) within the community,
- 3) Social Environments – Everyone experiences a community by design which includes inclusive spaces, places and opportunities for everyone to feel connected to one another and empowered to have a voice,
- 4) Health and Wellness – Everyone experiences a holistic approach (spiritual, mental, emotional, and physical) in achieving and maintaining well-being,
- 5) Economic Wellness – Everyone has access to economic resources, supports, and financial literacy to ensure their financial empowerment,
- 6) Wisdom and Knowledge – Everyone has the ability to acquire and apply knowledge and experiences in order to live life well with dignity. Literacy and numeracy skills are valued as the fundamental building blocks which contribute to success for life,
- 7) Thriving Children and Youth – Every child and youth experiences a sense of holistic health and wellness. They have the ability, assets, and energy to fully participate in family life, recreation and leisure, education, and as valued community members, and
- 8) Homefulness – Everyone has a place to call home that is affordable, accessible, safe, and meets their needs.

2. The Project

2.1. Nature of the project

There are three components to the project.

- 1) Review of existing literature:
There are a number of local reports that are pertinent to the eight priority areas defined above. These will be made available to the successful Proponent upon signing the agreement. It will be essential to review these and incorporate the content into the final report and recommendations.
- 2) Consult with the community:
Using participatory action research, the Consultant will conduct focus groups and/or interviews with local people who are experiencing poverty. Priority populations include persons with disabilities, lone-parent households, youth, seniors, newcomers and First Nations.
- 3) Review data and prepare a report:
The report format is yet to be determined and can be informed by the data received. It is essential that it be written using plain language so it can be readily understood by the community-at-large. The final and complete report is to be submitted to

CAPRA on or before November 31, 2019. Both a Word and PDF version of the final and complete report are to be submitted and will be the sole property of CAPRA.

2.2. Scope of work:

Under the leadership of CAPRA Operations Team, and acting with the guidance of the advisory committee, the successful Proponent will:

- Review existing reports, identify opportunity that may require further exploration,
- With CAPRA Operation Team, design format for focus groups and interviews,
- In alignment with RDC, conduct focus groups and interviews,
- Coordinate communications with CAPRA's communications team,
- Review data, including information from RDC student and other community conversations, and report on results,
- Write in plain language, and
- Sensitivity to language that "matters" to specific audiences (such as municipalities, business, and other systems) will be important.

2.3. Outcome and Performance Standards

The Needs and Opportunities Assessment report will be a document that all facets of the Red Deer community can draw upon to inform strategies upon which to act, in their respective capacities, to prevent and reduce poverty.

The successful Proponent will make themselves available to the CAPRA Operations Team, or designate, for meetings, phone conversations, and/or via email as appropriate. When requested by the designate, the successful Proponent will attend meetings to share details of the project.

The successful Proponent will take the initiative to gain the understanding and context needed to knowledgeably and effectively conduct focus groups and interviews.

The successful Proponent will work with the CAPRA Operations designate as a single point of contact.

The successful Proponent will deliver on all aspects of his/her agreement with CAPRA, within the specified time frame.

2.4. Deliverables

- A timeline for the project,
- Facilitation plan for focus groups and interviews,
- Quarterly report back to CAPRA Operations team,
- Up to three rounds of drafts of the final report,
- The final report,
- Presentation to CAPRA Alliance, and
- Presentation to Red Deer City Council.

3. Term of Contract

Though the foundations for the project are already underway, the Consultant will begin work in November 2018 and work with the CAPRA Operations Team until the final report is completed, which is expected to take approximately twelve (12) months.

4. Payments, Incentives, and Penalties

- CAPRA will set the fees and terms and conditions of payment.
- There are no special incentives attached to this project.
- The penalties for excessive delay of project and/or non-completion will be established during the contract negotiations.

5. Contractual Terms and Conditions

5.1. Confidential Information

- CAPRA, for the purposes of this project, proposes to disclose certain confidential and or proprietary information (the "Confidential Information") to the Consultant. Confidential Information shall include all data, materials, products, technology, computer programs, specifications, manuals, business plans, software, marketing plans, financial information, and other information disclosed or submitted, orally, in writing, or by any other media.
- Nothing herein shall require CAPRA to disclose any of its information.
- The named parties agree that the Confidential Information is to be considered confidential and proprietary to CAPRA and that the Consultant shall hold the same in confidence, shall not use the Confidential Information other than for the purposes of the fulfillment of this Agreement.
- The Consultant shall not disclose, publish or otherwise reveal any of the Confidential Information received from CAPRA to any other party whatsoever except with the specific prior written authorization of CAPRA.

5.2. Provision of Services

The Consultant will provide professional writing services for CAPRA, within the scope of the project as described within the "Scope of Work" and "Deliverables" sections.

5.3. Restrictions

- The Consultant is an independent agent and, as such, is responsible for all materials, supplies, equipment, insurance, taxes and remittances associated with the execution of this project;
- No portions of this project shall be subcontracted to any other party or agent, with the express and written permission of CAPRA's Operations Team;
- No additional expenses will be approved. The proposal should include any anticipated expenses in the overall fees.

6. Requirements for Proposal Preparation

Proposals will use this format:

Experience <ul style="list-style-type: none">• Biography - Offer a <i>brief synopsis of your professional career and a little about you</i>• Relevant skills and experiences - Include a list of applicable competencies and information about similar work you have done• Proposed project team – Please clearly outline each individual’s role(s) and responsibilities on the project
Proposed Methodology/Process <ul style="list-style-type: none">• Provide a succinct account of poverty, poverty reduction, participatory action research, the project as a whole, what you see as your part in the project, and how you think this can benefit Red Deer.• Please clearly outline key dates (e.g., check-ins with CAPRA’s Operations Team, start date of interviews).• Please provide a brief outline of the process you will use for the focus groups and interviews.• Include information about how you work with clients and what’s important to you in a client/Consultant relationship, as well as what you see as the components of a successful project
Fees – Detail a comprehensive quote of the fees you will charge, including any and all expectations around expenses, as well as your invoicing process. GST and Disbursements must be separately itemized in the quote.
Writing Sample(s) – Include at least one sample of your writing
References – Names, emails, and phone numbers for at least two (2) references.

7. Evaluation and Award Process

Proposals will be evaluated using a weighted score, as follows:

Criteria	Weight
Experience	20
Proposed Methodology/Process	20
Fees	10
Writing Sample(s)	10
References	5
Interview	10

Total Possible Points: 70

All submitted proposals will be reviewed after the submission deadline has passed. A “short list” will be set based on the scores from the above criteria, as decided by the sole and final decision of the evaluating committee (excluding interview). Short-list candidates will be interviewed and a decision made within one (1) month of the final interview. A letter of acceptance will be sent to the successful candidate.

8. Process Schedule

September 14, 2018 – RFP is made available and sent to interested parties

October 10, 2018 – Deadline for proposal submissions

October 12, 2018 – Short-list candidates contacted for interview

October 22, 2018 – Interviews complete, successful candidate selected and notified

November 1, 2018 – Contract negotiations complete

November 13, 2018 – Commencement of contract

9. Point of Contact

Inquiries, proposal submissions and all correspondence shall be directed to CAPRA's Operations Team at info@capovertyreduction.ca

APPENDIX A

Background on CAPRA and Poverty in Red Deer

Poverty exists in Red Deer. Being poor is about much more than simply a lack of money, it's about a lack of opportunity. There are real costs to managing poverty. Poverty deters economic development. The root causes of poverty are complex and varied, so strategies for dealing with it must be comprehensive, based on evidence and measureable.

CAPRA was formed in 2010, to give the community an avenue to come together, discuss poverty, and work to bring change in Central Alberta. CAPRA operates as a *Collective Impact*, which is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration. The concept of collective impact hinges on the idea that in order for organizations to create lasting solutions to social problems on a large-scale, they need to coordinate their efforts and work together around a clearly defined goal¹.

Underlying the decision to undertake a needs assessment, was a desire to learn first-hand from people experiencing poverty about the challenges they face every day. By sharing this report with the community, all stakeholders will be able to use the information to actively engage in poverty prevention and reduction strategies. While it may take a generation to see the outcome of this work, without a clear understanding of its impact and working collaboratively in the development of strategies, change will not be possible.

¹ Wikipedia https://en.wikipedia.org/wiki/Collective_impact

APPENDIX B

Themed Process Recommendations for the next steps for the Needs & Opportunities Assessment July 2018

From: Vibrant Red Deer Needs & Opportunities Assessment Advisory Council

To: Central Alberta Poverty Reduction Alliance (CAPRA)

Communications	Adaptive Leadership	Community Engagement
Change wording from needs assessment to needs and opportunities assessment	Contract Consultant for community engagement and compilation of recommendations	Continue to educate to increase knowledge, thereby increasing intention for action in relation to poverty prevention and poverty reduction.
<p>Ensure writing is at appropriate literacy level to engage whole community</p> <p>Ensure all priority areas are written in same tense as an ideal for consistency.</p>	<p>Ongoing guidance for the needs and opportunity assessment provided by a steering committee comprised of current Advisory Council members if they so choose and new community members via recruitment or expressed interest. Active recruitment/involvement of individuals with lived experience, to include diverse and better represented experience and skills on committee.</p>	<p>Conduct focus groups and individual interviews (student Shelby and contracted facilitator/writer) based on curriculum research project parameters. Individuals with lived experience will be included in this participatory action research to further inform recommendations.</p>
<p>Rationale/underlying principles of the 8 identified priority areas* defined by VRD to be further developed by contracted person</p>	<p>Determine role, purpose of steering committee, develop action plan and terms of reference</p>	<p>Connect with Melissa mid-July to better understand and discuss her findings from delving deeper in to the survey results, relevant literature and best practice in relation to the identified priority areas, root causes, and potential qualitative questions for community</p>

		engagement sessions in fall/winter 2018/19.
Adopt and use the definition of poverty as defined by VRD **		Further community engagement – consider something similar to the Banff Community Conversation Toolkit.
<p>Explore other current community asset mapping activities/results, and consider what asset appreciation would look like in scope for this needs assessment.</p> <p>Asset appreciation was identified as a top priority but perhaps as a separate piece.</p> <p>Delve into the (three) top priority areas identified from the community poverty awareness survey – vibrant children and youth, homefullness, and economic wellness.</p>		<p>Include more targeted focus groups and interviews with individuals with lived experience.</p> <p>Ramp up poverty simulations as a way to increase social empathy and lead people to action. Ideally this would include follow-up after participation in a poverty simulation to increase intention to take action.</p>
Red Deer to develop its own Vibrant Red Deer Poverty Prevention & Reduction Strategic Plan.		<p>Survey results indicate a need to explore CAPRA branding due to lower numbers of community being aware of CAPRA.</p> <p>Create an awareness/education campaign on poverty in Red Deer on opportunities. Might accompany re-branding.</p> <p>Specific action could be to work with employers to review their new staff orientation practices as well as annually review with all staff to provide training on inclusion and diversity to challenge personal</p>

		assumptions and biases. (This could involve accessing a grant to provide training).
		Defer CAPRA restructuring and re-branding conversation to CAPRA Alliance

* Eight Priority Areas;

1. **Social Justice** – Everyone experiences fair and equitable treatment.
2. **Transportation** – Everyone has access to affordable multi-modal transportation that enables travel to and from activities (school, recreation, work) within the community.
3. **Social Environments** – Everyone experiences a community by design which includes inclusive spaces, places and opportunities for everyone to feel connected to one another and empowered to have a voice.
4. **Health and Wellness** – Everyone experiences a holistic approach (spiritual, mental, emotional, and physical) in achieving and maintaining well-being.
5. **Economic Wellness** – Everyone has access to economic resources, supports, and financial literacy to ensure their financial empowerment.
6. **Wisdom and Knowledge** – Everyone has the ability to acquire and apply knowledge and experiences in order to live life well with dignity. Literacy and numeracy skills are valued as the fundamental building blocks which contribute to success for life.
7. **Thriving Children and Youth** – Every child and youth experiences a sense of holistic health and wellness. They have the ability, assets, and energy to fully participate in family life, recreation and leisure, education, and as valued community members.
8. **Homefullness** – Everyone has a place to call home that is affordable, accessible, safe, and meets their needs.

** Definition of Poverty;

“People experience poverty when they lack or are denied economic, social and/or cultural resources to have a quality of life that supports and allows respectful and meaningful participation in the community.”

Vibrant Red Deer Advisory Council (Adapted from End Poverty Edmonton)