



REQUEST FOR PROPOSAL:

RFP No. 2015-02

Advocacy and Organizing Coordinator

This request for proposal consists of 6 pages beginning with this one including attachments.

MAAC is requesting competitive proposals from individual consultants, complying with all terms and conditions described in this document.

Proposals will be accepted **no later than 5:00 p.m.** Pacific Standard Time, **May 6, 2015.**

Mark all documents with **RFP No. 2015-02 Advocacy & Organizing Coordinator** and mail or deliver all proposals to:

**MAAC - Administration
c/o Kristina Muñoz, Purchasing Supervisor
1355 Third Avenue
Chula Vista, CA 91911**

Proposals must be manually signed on this MAAC form in the space provided below.

Please submit 2 paper sets of your proposal, double-spaced and no more than 3 pages in length. Also include a C.V. or resume. Clearly mark the original copy as "ORIGINAL" on the cover.

MAAC reserves the right to accept or reject any or all proposals and to award a contract in the best interests of MAAC.

I have read the terms and conditions of this RFP and submit for consideration the attached proposal and exhibits, if any.

The fees and costs in this proposal have been arrived at independently, and have not been divulged, discussed, or compared with the proposals of other respondents. No attempt has been made nor will be made to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

By signing below, Proposer agrees to the Terms and Conditions for this Request for Proposal.

Name _____ Telephone Number _____

Address _____ Fax Number _____

City, State, Zip _____ Email Address _____

Authorized Signer's Full Name and Title

Authorized Signature

Date

1.0 REQUEST FOR PROPOSAL OVERVIEW

1.1 Scope of Services Sought

Project Overview

MAAC is seeking proposals for a consultant to plan, coordinate, implement, attain and report on the required outcomes of MAAC's advocacy and civic engagement training programs and activities at multiples sites throughout San Diego County. In partnership with other nonprofits, MAAC has created a variety of strategies and programs to increase civic engagement among residents of our affordable housing communities in San Diego, our Head Start parents in North County, and the students at our charter high school in Chula Vista.

The consultant will lead and/or organize community and participant outreach, recruitment and training in conjunction with MAAC programs and partner organizations. He/she will assess participant needs and make referrals to new and existing community resources, track and manage program performance against established goals, ensure fulfillment of all related administrative duties, facilitate and coordinate team work among staff and external organizations.

The initial contract term will be for a period of 6 months from the date of contract execution.

Please refer to the full Statement of Work attached for a more detailed description.

2.0 INSTRUCTIONS TO THE CONSULTANT

2.1 Communication/Questions

Consultants are expected to raise any questions, or additions they have concerning the RFP document. Any questions or requests for clarifications must be directed in writing via email to KMunoz@maacproject.org. The subject line of the email shall be labeled "**RFP No. 2015-02 - Questions.**"

2.2 Submission of Proposal

MAAC reserves the right in its sole discretion to reject any or all proposals in whole or in part, without incurring any cost or liability whatsoever. All proposals will be reviewed for completeness of the submission requirements. If a proposal fails to meet the minimum requirements of the RFP, is incomplete, or if it contains irregularities, the proposal may be rejected by MAAC.

2.3 Contract

All services provided in the contract that results from this RFP will end on the expiration date of the contract. The requirements, provisions, and terms and conditions included in the RFP document will apply to any contract awarded as a result of this RFP.

2.4 Schedule of Events

The dates set forth below are for informational purposes only. All dates are tentative and subject to **change**.

| Schedule of Events | Key Dates |
|---------------------------------------|-----------------------------|
| RFP Available | April 22, 2015 |
| Proposal Due Date & Time | May 6, 2015, 5PM PST |
| Proposal Review Period and Interviews | May 6-May 14, 2015 |
| Notice of Awards | May 15, 2015 |

Failure to comply with any of the above shall be a reason for rejection of the proposal.

2.5 Evaluation Criteria

Proposals should be complete on their face. However, after opening of responses, MAAC

reserves the right to waive irregularities in any proposal and/or, to request clarifying information it deems appropriate from one or more respondents.

Proposals will be evaluated based on the following criteria:

| Criteria | Description | Points |
|--------------------------------------|---|---------------|
| Cost | Pricing of proposed services. | 40% |
| Qualification/ Experience | Experience in providing requested services to similar entities. | 40% |
| Responsiveness | Clarity, completeness, and relevance of Consultants response. | 10% |
| References | Satisfaction of previous clients or employers. | 10% |

3.0 PROPOSAL FORMAT AND CONTENT

3.1 Response Organization

Signed Cover Page

The MAAC cover page must be signed by a Consultant's representative authorized to make contractual obligations and submitted as page 1 of the response. Please include all contact information.

Consultant Qualifications

Provide a brief description of the Consultant, including history; number of years the Consultant has been in business; type of services provided. Describe successful projects or experiences comparable to the services requested in this RFP and in environments comparable or greater in size to MAAC.

RFP Response (Price Information)

Respondents should clearly state their firm's pricing structure in response to this RFP. All fees, charges, billing rates, etc. should be explained in detail. Charges must be tied to deliverables, which must be identified.

Consultant References

Consultant shall provide at least three client references including the names of the individual(s) you would propose MAAC to contact, together with phone numbers and company names and addresses.

Women/Minority Business or Section 3 Enterprise

Please indicate whether you are a Veteran, Women, or a Minority owned business or a Section 3 Enterprise.

4.0 AWARD

MAAC reserves the right to determine which Consultant, in its sole judgment; best meets the AGENCIES needs. Notification of award will be accomplished by notifying all parties of the award via email.

Thank you for your participation,

**MAAC - Administration
c/o Kristina Muñoz, Purchasing Supervisor
1355 Third Avenue
Chula Vista, CA 91911**

ADVOCACY AND ORGANIZING COORDINATOR STATEMENT OF WORK

OVERVIEW

MAAC is a multipurpose nonprofit that has been providing programs, services and advocacy for low and moderate income communities throughout San Diego for the past 50 years in the areas of Education, Health, Career Pathways and Affordable Housing. www.maacproject.org

In line with its mission, MAAC is in the process of designing and implementing an advocacy program that promotes self-sufficiency and community empowerment. Over the past two years, MAAC, in partnership with other nonprofits, has created in a variety of strategies and programs to increase civic engagement among residents of our affordable housing communities, our Head Start parents and the students at our charter high school.

The consultant in this contract position will plan, coordinate, implement, attain and report on the required outcomes of MAAC's advocacy and civic engagement training programs and activities.

DEFINITION

Under staff direction, the consultant will coordinate and/or support MAAC advocacy activities at multiples sites throughout San Diego County. S/he will lead and/or organize community and participant outreach, recruitment and training in conjunction with MAAC programs and partner organizations. He/she will assess participant needs and make referrals to new and existing community resources, track and manage program performance against established goals, ensure fulfillment of all related administrative duties, facilitate and coordinate team work among staff and external organizations.

RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of activities in this consultancy. The omission of specific statements of duties does not exclude them from the position if the work is similar, or related to this program.

- Enhance the technical and human capacity required for moving beyond a model of service provision, and/or sporadic mobilization to one of activism and power.
- Identify and cultivate resident and community leadership.
- Motivate and equip program participants with information, tools and opportunities to engage in public discourse and policy actions, in particular as they relate to infrastructure equity, affordable housing and transportation justice.
- Build a base of local residents who support policies that promote equity in the communities and neighborhoods that MAAC serves.
- Identify, recruit, train and retain popular educators and allies with strong leadership qualities and assist them in advocating for institutional and social change.
- Organize, develop and facilitate the leadership and education at resident, parent and youth meetings, and weekend projects.
- Coordinate MAAC's advocacy activities with multiple partner agencies and funders, across our housing developments, charter school, Head Start programs and other locations.
- In conjunction with collaborative partners, coordinate and facilitate leadership development around specific skills related to community organizing, informal and formal advocacy and other relevant topics.
- Clearly articulate the efforts of the project and MAAC's community development strategy to a wide variety of audiences.
- Work with staff and MAAC program participants in developing and implementing strategies for making pilot efforts sustainable. Work collaboratively with all participating agencies and organizations in achieving mission-aligned project goals.

- Create, implement and monitor project work plans that include budgets, timelines, roles/responsibilities, and resources needed. Revise as appropriate to meet changing needs and requirements.
- Help inform MAAC's advocacy and community engagement strategies.
- Design and facilitate community planning processes and community capacity building workshops.
- Facilitate groups and manage community conflict.
- Collect, manage and analyze data and submit timely and accurate reports.

OTHER DUTIES

- Participate as needed in MAAC in-service trainings; coordinate events, trainings and activities.
- Work a flexible, irregular schedule (which may include evenings and weekends) when necessary.

SKILLS AND EXPERIENCE

- Community organizing and community development.
- Materials and techniques of popular/participatory education for low literacy youth and adults.
- Methods and techniques for conducting need assessments and designing, implementing and conducting interactive training programs and presentations.
- Federal, state and local laws and regulations applicable to the administration of adult training and development programs.
- Principles and practices of group facilitation and conflict resolution; excellent verbal and written communications and presentation skills.
- Administrative principles and methods, including independent goal setting, project planning and budgeting, program development, implementation and evaluation.
- Research methods, outcomes databases and data analysis techniques.
- Principles and practices of business communication.
- Operation of standard business computer software, including Excel and PowerPoint

ABILITY TO

- Cross-cultural competence and respect for diversity.
- Develop and give clear, appropriate and effective oral presentations, public testimony and briefings without extensive lead time.
- Present proposals and recommendations clearly, logically and persuasively.
- Prepare clear, concise and accurate and timely reports, correspondence, data analysis and other written materials.
- Interpret MAAC's policies and procedures and applicable local, state and federal legislation.
- Analyze complex problems, evaluate alternatives and make sound, appropriate recommendations.
- Exercise sound independent judgment and initiative within established guidelines.
- Exercise tact and diplomacy in dealing with sensitive, complex and confidential personnel issues and employee situations.
- Establish and maintain highly effective working relationships with managers, supervisors, employees, colleagues, partners, program participants and the community and others encountered in the course of performing work.
- Work collaboratively but with minimal supervision.
- Use social media and all other means of print and digital communication, press releases, and press conferences to promote advocacy and organizing goals.

VALUES-BASED SKILLS

- Cross-cultural competence and respect for diversity.
- A passion for promoting social and economic equity and justice.
- Listens attentively to others. Asks clarifying questions to gain a better understanding of the other person's views and underlying assumptions.

- Works effectively in a team environment and actively participates in joint problem solving; willingly cooperates with co-workers.
- Arrives to meetings prepared and on time; honors work commitments; follows through on what was agreed upon; meets deadlines.
- Honors the private and confidential matters of co-workers and program participants. Protects the proprietary information of MAAC systems.
- Deals with issues directly, in a respectful and timely manner. Focuses on resolving the issue while not criticizing the person.

EDUCATION/EXPERIENCE/CERTIFICATION

- Bachelor's degree in education, adult education, psychology, organizational development, social work or a related field. In lieu of a BA/BS an equivalent of five (5) years of training and experience in community organizing may be considered.
- Bilingual or fluent in English and Spanish; bicultural and ability to write in Spanish preferred. Ability to speak Somali is desirable as well.
- A minimum of three (3) years of demonstrated successful experience in community organizing or a related field.
- Leadership training preferred such as, but not limited to, National Council of La Raza, the Center on Policy Initiatives, Environmental Health Coalition, Dolores Huerta Foundation, Gamaliel Foundation, PICO National Network, New Organizing Institute, or other related training/experience.
- Community Organizer training certificate from a community agency, foundation, or labor union is highly desirable.