REQUEST FOR PROPOSAL (RFP)

PROGRAM MANAGEMENT SERVICES FOR
THE NORTH CAROLINA ASSOCIATION OF FIRE CHIEFS’
SAFER RECRUITMENT & RETENTION GRANT

NORTH CAROLINA ASSOCIATION OF FIRE CHIEFS
P.O. BOX 1416
SHELBY, NC 28151

OCTOBER 21, 2019
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A. SUMMARY AND BACKGROUND

The North Carolina Association of Fire Chiefs (NCAFC) is currently seeking program management services for a statewide volunteer firefighter recruitment and retention program.

The NCAFC was recently awarded a two-year FEMA Staffing for Adequate Fire and Emergency Response (SAFER) grant for a statewide volunteer recruitment and retention program. The program will provide solutions to increase the number of volunteer firefighters in the state through a statewide media campaign and website and fillable marketing materials for all departments. The program will also help with retention by conducting at least 2 leadership workshops supporting the retention/recruitment process.

In addition, fifteen specific departments/associations will be selected to receive more direct support including customized marketing materials, a GIS Tapestry Report full of lifestyle and demographic data to better target people more likely to be volunteers, assistance with creating a full recruitment/retention plan, access to an online volunteer management system to help with the onboarding process and record/analyze recruitment/retention results, and additional marketing funds to carry out their campaigns, etc.

B. PROPOSAL GUIDELINES

This Request for Proposal represents the federal requirements for an open process. Proposals will be accepted until 5 PM ET on November 4, 2019. Any proposals received after this date will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

By submitting a bid to this RFP, contractors are acknowledging that they and their affiliates have no undisclosed conflicts of interest.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the NCAFC and will include scope, budget, schedule, and other necessary items pertaining to the project.

C. PROJECT PURPOSE AND DESCRIPTION

Project Purpose
The overall goal of the program is to improve volunteer recruitment and retention in the state of North Carolina. A program management firm is required to execute and manage all deliverables in the grant to ensure they get completed in a timely manner and with high quality. This includes all federal reporting requirements and following all mandated policies.
Project Description
Managing the day-to-day efforts of a statewide grant and ensuring everything is compliant with FEMA guidelines is of upmost importance for the program’s success. The program management firm will be required to carry out the tasks listed in section D “Project Scope and Requirements” below.

D. PROJECT SCOPE AND REQUIREMENTS

The organization selected must be able to carry out the following:

Grant Management Responsibilities
- **Financial:** Pay all invoices/expense reports related to the grant (with approval from the NCAFC). Manage the grant budget and provide updates to NCAFC on a regular basis. Request money from FEMA based on all programmatic expenses. Ensure the transfer of money from FEMA.
- **Reporting:** Submit quarterly status reports to FEMA on behalf of the NCAFC. Submit financial reports and drawdown requests as required by FEMA on behalf of the NCAFC. Complete a comprehensive final report of all program activities and results on behalf of NCAFC.
- **Contracts and Procurement:** Write, manage, and execute any additional contracts related to the grant (such as with the university partner, media contracts, leadership seminar contracts, etc.). Ensure all required procurement policies are followed when choosing contractors.

Program Deliverables Execution
- **Marketing:** Create a statewide volunteer recruitment/retention campaign. This includes developing a campaign theme, designing and printing marketing materials, building and/or supporting a statewide campaign website, support for a recruitment PSA/video, and brokering deals with various media outlets to get recruitment/retention messages out, issuing press releases, etc., a train-the-trainer program will be utilized to assist departments/associations in facilitating and managing the retention/recruitment process, assist with and facilitate an educational/tuition assistance re-imbursement program for retention efforts, etc.
- **Technology:** Support a statewide VWS recruitment website, run webinars, create Geographic Information Systems Tapestry Reports, manage internet radio and social media ads, assist in creating social media pages/accounts for departments.
- **Department Selection:** Create an application and selection process for 15 departments/associations to participate in the program.
- **Support to the 15 Departments/Associations:** Assist with the creation of a customized recruitment/retention plan for each department, have follow-up calls, conduct site visits, process reimbursement requests
- **Meeting/Event Planning:** Coordinate all logistics for the program kick-off meeting with the selected 15 departments/associations and also for the leadership workshops/symposiums. This includes identifying leadership topics and speakers and then getting them under contract.
- **Program Assessment:** Assess the statewide program in an effort to produce programmatic data relative to retention/recruitment from our 15 select departments/associations and/or firefighters in North Carolina.
• **Online Course Support**: Support and advertise the NCAFC 1-hour online recruitment/retention course available to anyone in North Carolina through a user-friendly Learning Management System.

• **Program Evaluation**: Support the VWS online system which records retention/recruitment results. Support the current NCAFC VWS system of collecting interest forms from citizens looking to volunteer at fire departments throughout the state.

E. **PROJECT TIMELINE**

Please provide a detailed work plan and timeline for executing all program deliverables based on the information above. Chronologically detail the steps that must be taken to achieve programmatic success. The grant performance period is November 27, 2019 thru November 26, 2021.

F. **BUDGET**

Proposals must include proposed costs to complete the tasks described in the project scope and requirement section.

All costs and fees must be clearly described in your proposal. All personnel, traveling, and supplies needed to perform the work should be included in the final price.

G. **BIDDER QUALIFICATIONS**

The following items should be included in the proposal:

- Description of experience/results in developing statewide volunteer firefighter recruitment campaigns
- Description of experience in managing federal grants including FEMA SAFER grants
- Description of experience in working with research information and with spatial analysis and GIS Tapestry Reports
- A project work plan
- Timeframe for completion of the project
- Project management approach
- Two or three references that can speak to past successful projects/work

H. **PROPOSAL EVALUATION CRITERIA**

All proposals will be evaluated based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work and experience: Bidders will be evaluated on examples of their work pertaining to volunteer recruitment/retention outcomes.
▪ Previous work and experience: Bidders will be evaluated on examples of their work pertaining to the evaluation of effective programs.
▪ Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

I. REQUEST FOR PROPOSAL TIMELINE

All proposals in response to this RFP are due no later than November 4, 2019 at 5 PM ET.

If additional information or discussions are needed with any bidders, then the bidder(s) will be notified.

The selection decision for the winning bidder will be made by approximately November 15, 2019

J. SUBMISSION INFORMATION

Each bidder must submit their proposal to the address below by November 4, 2019 at 5 PM ET. Proposals will be accepted via the email address as well. If mailing, please provide three hard copies of the proposal as well as a flash drive with a pdf of the proposal. If emailing, please make sure to send a pdf version of the proposal.

North Carolina Association of Fire Chiefs
Attn: Jake Whisnant
P.O. Box 1416
Shelby, NC 28151
jwhisnant@ncafc.com

K. CONTACT INFORMATION

For more information or questions, please contact the North Carolina Association of Fire Chiefs.

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