

**A Request for Proposals  
Statewide Outreach and Coordination of Lead Evaluation Services  
for  
Lead-Safe Home Remediation Grant Program**

**Summary:**

The New Jersey Department of Community Affairs seeks proposals to provide outreach, application intake and coordination of lead evaluation services for the Lead-Safe Home Remediation Grant Program (Lead-Safe Program). DCA is requesting proposals from entities that have successfully conducted effective outreach and have experience in successfully coordinating, scheduling and managing lead evaluation services in communities in New Jersey.

Grant Recipient must increase awareness and visibility of the Lead-Safe Program amongst residents of New Jersey. Grant Recipient will develop a strategy and plan to identify applicants that meet the qualifying criteria for the Program including but not limited to income and documentation. Grant Recipient will be responsible for collecting complete and signed applications from potential applicants for the Lead-Safe Program.

Grant Recipient must effectively and efficiently coordinate lead evaluations and clearances with Lead-Safe Program agencies and clients.

The New Jersey Department of Community Affairs will contract with one (1) New Jersey based entity to conduct community outreach, application intake and coordination of lead evaluation services for the Lead-Safe Program.

Proposals must be electronically submitted on the System for Administering Grants Electronically (SAGE) no later than 11:59 p.m. on November 19, 2018.

**Lead-Safe Home Remediation Grant Program (Lead-Safe Program):**

To address the ongoing concern of the threat of childhood lead poisoning, the Department of Community Affairs (DCA) operates a State-funded program to fund public-private partnerships to provide lead-safe repairs and support energy efficiency in residential units built prior to 1978. Eligible units include one to four family residential properties. The purpose of this program is to identify and remediate lead-based paint hazards via interim controls, encapsulation and replacement to prevent elevated blood lead levels in children and pregnant women. Interim controls, encapsulation and replacement are defined as a set of measures designed to temporarily reduce human exposure or likely exposure to lead-based paint hazards, including specialized cleaning, repairs, maintenance, painting, temporary containment, and the ongoing monitoring of lead-based paint hazards or potential hazards. Priority will be given to proposals that serve areas with the highest level of need, based on the number of children under the age of six with elevated blood lead levels.

**AVAILABLE FUNDING:** DCA will award \$1.7 million in total and will fund one organization to perform the tasks described herein. Applicants' proposals must identify the methods of outreach that will be used to locate potential program participants based on data.

**GRANT TERM:** The term of the grant shall be one (1) year.

**SERVICE AREAS:**

The service area for this RFP is Statewide. Successful applicants must demonstrate experience and capacity to serve the entire State.

**ELIGIBLE APPLICANTS:** Non-profit 501c (3) organizations, units of local government, housing/health/lead services and health departments with experience successfully reaching, attracting likely applicants to participate in the program and with experience coordinating, scheduling and successfully managing lead evaluation and clearance services.

**ELIGIBLE PROGRAM PARTICIPANTS:** Households whose income is at or below 80% of the area median income for the County in which the municipality is located and who reside in one to four family residential properties constructed prior to 1978. For rental units, the property owner must be the signatory on the grant documents.

**PROGRAM PARTICIPANT PRIORITY CONSIDERATION:** First priority shall be given to income qualified households with children under the age of six and/or pregnant women in housing units constructed prior to 1978 where there is an identified lead-based paint hazard. Second priority shall be given to households deferred from the Weatherization Assistance Program due to the presence of lead-based paint hazards. Residents of the 11 municipalities in New Jersey with the highest number of children with elevated blood lead levels under the age of six will also have priority. Those municipalities are Atlantic City, Camden, East Orange, Elizabeth, Irvington, Jersey City, Newark, Passaic City, Paterson, Plainfield and Trenton.

**OVERVIEW:** The Agency will develop and implement an outreach plan for the Lead-Safe Program. The Agency shall target homeowners and tenants who are likely to be eligible for the remediation of lead-based paint hazards based on income. The Agency will also develop and implement a coordination and scheduling plan to effectively manage lead evaluation and clearance services for the Lead-Safe Home Remediation Program.

**SCOPE OF SERVICES:**

The Agency will develop and implement an outreach campaign to increase visibility and interest for the Lead-Safe Program and collect completed applications from potential clients. It will include but not be limited to the following:

1. Describe data sources that will be utilized to identify potential target areas with the most eligible program participants.

2. Identify target areas for outreach strategies based on information from data sources.
3. Develop outreach plans to identify potential program participants within those target areas.
4. Execute targeted public relations campaigns to generate awareness suited to the intended participants.
5. Create and distribute announcements to print, online and broadcast media.
6. Utilize social media to generate publicity and increase the Program's overall social media presence. Utilize other online platforms, marketing tools and technology to support day-to-day marketing efforts.
7. Collection of signed and completed applications from interested applicants for DCA to process for assistance.

The Agency will develop and implement a coordination and scheduling plan to effectively manage a lead evaluation and clearance services for the Lead-Safe Home Remediation Program. It will include but not be limited to the following:

1. Adhering to New Jersey Public Contract Law in contracting a lead evaluation contractor or company.
2. Schedule and coordinate lead evaluations between the lead evaluation contractor, Lead Program agency and the client.
3. Schedule and coordinate lead clearance examinations between lead evaluation contractor, Lead Program agency and the client.
4. Project management of the lead evaluation contractor to ensure that all timelines for submissions of documents and information are met.
5. Work closely with the Lead-Safe Program Agency to coordinate and reduce waiting times for lead evaluations and lead clearance examinations.
6. Forward Lead Evaluation, Scope of Work and Cost Estimates from lead evaluation contract to the Lead-Safe Program Agency.

**APPLICATION PROCESS:** Applicants must apply through SAGE and include the following:

- Demonstrate knowledge of the New Jersey market;
- Describe work experience within New Jersey's market.
- Describe process through which eligible potential applicants of the Lead-Safe Program will be targeted.
- Agency Capacity:
  - Organization's capacity to deliver this program, with special emphasis on budget, fiscal capacity and operations, and oversight.
  - Information on the history and current practice of delivering similar programs and services.
  - How and when the organization evaluates the outcomes of the services.
- Service Area:
  - Proposed service areas detailing Applicant's experience with the service area(s).

- Outreach Plan:
  - Applicants shall describe methods for identifying potential program participants with special emphasis on how persons who meet program eligibility requirements will be targeted.
  - Applicants shall identify the specific data sources that will be utilized to identify program participants and how they will obtain those specific data sources.
  - Applicants shall describe detailed methods of how they will conduct outreach and the number of estimated applications they anticipate through each method.
  - Applicants shall describe how they will collect completed and signed applications from potential applicants that will be forwarded to DCA for processing.
  - Applicants must demonstrate how they will include other community organizations, public agencies, and local Health Departments in its outreach strategy.
  - Outreach strategy should be focused on obtaining sufficient applications to meet the benchmarks set forth in this RFP under Performance Outcomes on pages 5 and 6.
  
- Management Plan:
  - Applicants shall describe method for procuring the lead evaluation contractor in accordance with New Jersey Public Contract Law.
  - Applicants shall describe methods for ensuring that lead evaluation contractor meets all timelines for submissions of documents and information are met.
  - Applicants shall describe methods with how they will track the lead evaluations, clearances, etc. and their progress.
  - Applicants shall describe the methodology to track prompt payments to lead evaluation contractors
  - Applicants shall describe how they will schedule and coordinate between the lead evaluation contractor and the client of the Lead-Safe Program to conduct lead evaluations and lead clearance exams.
  
- Budget:
  - The budget must include all costs of conducting outreach less any current funding sources that are used to offset the costs.
  - The following are the budget restrictions:
    - Administrative Costs (5%)
    - Marketing/Outreach
    - Printing
    - Office Supplies
    - Space Costs
    - Travel
    - Program Personnel

- Fringe Benefits
- Publication Services
- Telephone/Internet
- Lead Evaluation Services
- Lead Clearance Exam
- Cost Estimate Preparation
- Dust Wipe Sampling

Maintenance Plan

**Budget must be justified, reasonable and aligned with activities proposed.**

**REPORTING REQUIREMENTS:** Awardees will be required to report on the following:

- How areas of outreach were determined;
- Number of outreach events;
- Number of applications received;
- Outreach activities (number of doors knocked, flyers handed out, billboards, etc.) and number of applications generated through each method.
- Track coverage and measure overall efforts, prepare weekly reports and comprehensive reports (including estimated number of people provided outreach, and number of applications received);
- Number of units provided lead evaluation;
- Number of units provided lead clearance exams;
- Number of units provided lead evaluations, but results were below action levels; and
- Track project progress, prepare weekly reports and comprehensive reports.

**PERFORMANCE OUTCOMES:**

- Full spend down of funds;
- For coordination of lead evaluation services, meet timelines agreed upon with NJDCA for services;
- Agencies must obtain a minimum number of applications for the Program in their respective regions as noted below:

<b>Quarter</b>	<b>Minimum Percentage of Completed Applications Submitted to DCA</b>	<b>North New Jersey (min 824)</b>	<b>Central New Jersey (min 498)</b>	<b>South New Jersey (min 678)</b>
Quarter 1 (First 3 Months)	50%	412	249	339
Quarter 2 (First 6 Months)	75%	618	374	509
Quarter 3 (First 9 Months)	100%	824	498	678

- At a minimum, 50% of all submitted applications to DCA must be deemed eligible as noted below:

Quarter	Minimum Number of Eligible Applications Submitted to DCA		
	North New Jersey	Central New Jersey	South New Jersey
Quarter 1 (First 3 Months)	206	125	170
Quarter 2 (First 6 Months)	309	187	255
Quarter 3 (First 9 Months)	412	248	339

**APPLICATION RATING CRITERIA:** A review panel consisting of members of the DCA Staff will review and evaluate the applications based on a 100-point system in the following areas:

- Applicant Capacity
- Service Areas
- Outreach Plan
- Management Plan
- Budget

**REQUIRED DOCUMENTS (including but not limited to):**

- Provide samples of work placed in the New Jersey market
- List 3 client references (finalists' references will be contacted)
- List any subcontractors you might employ for this work
- Program Cost Allocation Form (to provide cost allocations of how much of shared expenses will be charged to the Program i.e. 7% of total space cost.)
- Application cover sheet
- Board resolution
- IRS 501 (c)(3) determination letter
- Certificate of Incorporation and By-Laws
- List of officers and board of directors
- List of current funding sources and uses
- "Certification Regarding Debarment and Suspension" (required for all contracted entities of the Program)
- "Certification Regarding Lobbying"
- Organizational chart
- Program staffing chart
- Organization's operating budget

**TECHNICAL ASSISTANCE SESSION: October 26, 2018 at the Department of Community Affairs' Conference Room 129 at 10:00a.m.** Attendance at the TA Session is **mandatory**. Proposals will not be accepted from organizations that did not attend.

**DEADLINE FOR SUBMISSION: November 19, 2018 on SAGE.** Documents must be delivered by 4:00 p.m. on November 19, 2018.

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**DATE BY WHICH APPLICANTS SHALL BE NOTIFIED:** Between December 26, 2018 and January 2, 2019.