The City of New York
Police Department

127 Pennsylvania Avenue
Community Center
Concept Paper

This concept paper is a precursor to a forthcoming Request for Proposals (RFP). The NYPD will seek a qualified vendor to design, implement and administer programming for the neighborhood residents of East New York. These activities will be conducted on-site at 127 Pennsylvania Avenue, Brooklyn, New York, 11207. Although the Center will serve residents of all ages and provide a range of drop-in activities and community events for adults and youth, its focus will be on young people. Its programming should reflect the principles of positive youth development and community involvement. The following document includes the background and objective of said center, operational logistics, and proposed community programming.

I. Background and Objective:

The proposed 127 Pennsylvania Avenue Community Center, slated to open in the fall of 2017, will be unlike any other community center in New York City. This 32,000 square foot building is undergoing an extensive renovation, with each floor being repurposed to accommodate the expanding needs of the neighborhood. Using a combination of historical aesthetics already existing in the building, and modern updates such as a drop-down theater screen and a state-of-the-art computer lab, 127 Pennsylvania Avenue will prove to be a social hub for the residents of East New York.

The anchor tenant will be the New York City Police Department. This former courthouse, built in the 1920s, has served as both a Police Athletic League site and an office building for the NYPD. Now, the Department is redesigning the building to be a multi-purpose community space, providing a unique opportunity for the NYPD to engage with members of the surrounding neighborhoods. The focus of the community center will be to supply programming that provides enhancement and educational opportunities.

Programming: The 127 Pennsylvania Avenue’s center will administer a diverse course of programming, offered based on the needs and requests of neighborhood residents. Proposed activities will be age-and-developmentally-appropriate and geared to promote well-being, foster a sense of social connection and belonging, and reflect the distinctive needs and interests of the community. These efforts should focus on core activity areas: recreation/health and fitness, academic enhancement, life-skills, career awareness/school-to-work transition, civic engagement/community building, recreation/health and fitness, and culture/art.

II. Program Goals:
The principal purpose of the 127 Pennsylvania Avenue Community Center is to improve the quality of life of neighborhood residents. Accordingly, the goals of the proposed programming are to:

- Ensure a safe, welcoming, inclusive environment that fosters a sense of belonging.
- Provide services directly or through community partnerships
- Help participants develop skills and fulfill personal goals
• Enhance services through partnerships with other City programs, City agencies, and community-based service providers

The NYPD is seeking program designs that will maximize resources for program participants through community partnerships. Program providers should regard all community residents as potential contributors to the program and the center. Program content should reflect local priorities and address participant needs in a holistic manner, either directly or by facilitating access to services provided by subcontractors, co-locators, referrals, and other arrangements. All vendors should provide programming that is engaging and fun and maximizes social interaction, offering a wide range of activities and services. They should also explore with participants, how the program might help address any particular issues affecting the community (for example, health, domestic violence, gang activity, and the impact of trauma on mental health).

Each program will be expected to offer activities and services for residents of East New York, focusing on ages 12 through 19. Class sizes will be determined by level of interest in said programs, with a limit in enrollment to be established by the vendor and the NYPD. Activities should help participants gain skills and develop attitudes that foster engagement in school, encourage exploration of post-secondary options and career pathways, and inspire young people to be a positive force in the lives of their families, peers, and communities. In addition to activities such as literacy and ESOL classes, sports, and physical fitness classes, designs should purposefully incorporate intergenerational and family activities.

Proposers should seek out diverse partners whose resources enrich programming and help engage participants both in the City as a whole and their local neighborhood.

Examples of Programming:

Recreation/Health and Fitness: Outreach begins with creating safe spaces for the youth of the community to come together for common interests. Creating an extensive program centered on activities such as athletics and dance will provide participants with opportunities to expand their physical health, as well as learn the basic tenants of teamwork, leadership and respect. Examples of programming could be: youth boxing, dancing, yoga, basketball, Pilates and double dutch.

Educational Programming: Excellence in education is at the core of the creation of the 127 Pennsylvania Avenue center. Educational support and workforce development programs will be cornerstones of the development of community programming. The center will offer preparatory classes, as well as scheduled and drop-in tutoring. These classes would help participants improve their reading and writing abilities, critical thinking, and prepare for further educational opportunities.

Examples of Educational programming could be: professional development, educational counseling, computer classes, and peer tutoring and HSE/TASC/SAT/GRE prep.

Social Services Programming: The community center will provide access to on-site social workers, counselors and police mentors. These individuals will engender a safe environment where the community can obtain essential resources for family, health, and crisis management services. Examples of Social Services programming could be: counseling, case management, nutritional guidance.
III. **Activities Design:**

**Program Expectations**

*Safe, welcoming, and inclusive environment*

All programs would ensure a safe and welcoming environment for all participants, regardless of age, background, culture, or physical or mental illness or disability.

*Progressive-Based Approach*

Each program is encouraged to frame its activities within a progressive structure that maintains and expands on the interest and knowledge of participants. This would allow the vendor to create a set of inter-related activities that have clear, focused goals. The vendor may change its themes annually.

*Outreach and recruitment*

The vendor would conduct active outreach to potential participants. Promotion of programs and services would be completed through strategies including the dissemination of information to youth, parents, local schools, churches, and other organizations. Outreach to older youth would include using social media, offering drop-in activities, and seeking input and ideas from current participants.

*Establishing and maintaining community needs and priorities*

Vendors must provide programming that recognizes and utilizes the talents and strengths of community members. Participants of the community center programming also contribute to their services and in doing so, encourage and strengthen community development.

*Youth Leadership and NYPD Mentorship*

Vendors would provide ample opportunity for the youth of the community to develop key leadership skills. Participants would be able to lead peer tutoring sessions, where they could use their own strengths to help develop those of their classmates. They would also be able to provide guidance to members of their community via a peer mentorship program. Creating these ties between program participants of various age groups would be integral to the process of creating cohesion between the youth of the community.

In addition to these programs, volunteers from the New York City Police Department will be able to directly counsel members of the East New York community through an officer mentorship program.

*Activities for older youth (middle and high school)*

Programming for all participants would:

- Use targeted outreach strategies.
- Empower participants by allowing them to shape program development and create the schedule of activities, including but not limited to athletics (boxing, self-defense, basketball, etc.), the arts (dancing, theatre, drawing, sculpting, photography, study of a musical instrument, study of voice, etc., creative writing, etc.), computer programming, academic study, etc.
- Develop essential skills such as leadership, written and verbal communication, and gain an understanding of team dynamics.
- Offer a secure, comfortable environment where youths can congregate, including Wi-Fi access to provide participants with internet access.
- Develop a peer counseling/tutoring program, as well as provide professional counseling services and NYPD volunteer mentorship.
Programming for youth ages 12-15 would:
- Introduce youth to a wide array of activities that would not necessarily be provided to them in other venues, with the aim of expanding their education, athletic and artistic horizons, and helping them to find a focus for their future. Said activities would be structured in a graduated format, so that each activity catered to the youth’s current developmental level as they age through the programming.
- Create a strong community bond through the placement of each child with an assigned peer mentor/tutor, as well as an NYPD mentor.

Programming for youth ages 16-19 would:
- Encourage educational growth and career exploration, highlighting the significance of high school and college graduation in employment development; work experience and internship opportunities may be arranged through programming.
- Focus on developing skills identified in earlier stages of programming. Students may choose a concentration of art, athletics, or a specific academic field to engage in further study. If available, scholarship opportunities in said activities may be explored along with program instructors.
- Develop leadership skills by leading peer tutoring and/or counseling sessions, and creating and implementing volunteer programming within the community.

Programming for Adults:
- Promote continuing education and career expansion via on-site courses in computer training, academic courses, interviewing skills, career counseling, etc. Job fairs and networking master classes may be scheduled by the vendor.
- Encourage physical wellness with exercise classes & development of an on-site gym, as well as nutritional counseling programs.
- Promote mental health awareness and wellness with programs such as one-on-one therapy, family counseling, addiction counseling and/or grief counseling.
- Engage caretakers of youth in the day-to-day activities of their children.
- Develop community ownership by organizing neighborhood-based activities, such as shows from local artists, walking tours of historical landmarks, volunteer neighborhood beautification initiatives, and food/vendor fairs of local small businesses.

Target population
The program(s) would target middle school youth (grades 6-8) and high school youth (grades 9-12). Vendors should be prepared to delineate how many students they are prepared to accommodate within each proposed activity, as well as a total number of students they can service within a fiscal year.

Required hours/scheduling
The programs would operate year-round, daily. The vendor would be responsible for managing the site during the “community center operating hours.” The center will be open to the public six (6) to seven (7) days a week. Vendors should propose hours of operations that would be appropriate for this neighborhood and target population. The NYPD will retain its right to use the community center site for other purposes outside the contractor’s hours of operation.

Tracking/reporting requirements
The vendor would be responsible for meeting NYPD’s tracking and reporting requirements, whether or not the activities are provided by the vendor, a subcontractor or a co-locator.
IV. Planned Method of Evaluating Proposals

Proposals will be evaluated pursuant to the criteria set forth in the RFP. This will include the quality of the proposer’s approach and program design. In addition, the evaluation will assess the proposer’s successful, relevant experience providing similar services. Proposals will also be evaluated based on the organization’s staffing model and organizational structure as it relates to capacity to deliver those services.

The selected vendor will be required to have substantial experience in the provision of youth-oriented educational and recreational programming. The selected vendor will have the capacity to serve children aged 12-19. The NYPD will award the contract to the responsible proposer whose proposal is determined to be the most advantageous to the City, taking into consideration the price and such other factors or criteria set forth in the RFP. The NYPD reserves the right to conduct site visits and interviews and to request that proposers make presentations as the NYPD deems applicable.

Proposed Contract Term

It is anticipated that the term of the contract award for this RFP will be from September 5, 2017 through September 4, 2020 and will include two (2) additional options to renew, each for two (2) years. The City reserves the right, prior to contract award, to determine the length and start date of the initial contract term and each option to renew, if any.

Anticipated Procurement Timeline

Expected RFP Release: February 7, 2017
Expected pre-proposal conference: February 21, 2017
Expected Proposal Submissions Due: March 14, 2017
Expected Award Selection Announcement: May 9, 2017
Expected Contract Start: September 5, 2017

Available Funding

The Department anticipates that the total available funding for the entirety of the program, at full implementation, will be $500,000 annually.

Vendor Reporting Requirements

Selected vendors will be required to submit monthly or quarterly invoices prompting payment. Additionally, selected vendors will be required to submit monthly reports on all program activities as discussed in the “Documentation” portion of Program Details. The NYPD will review performance at the end of each quarter and reserves the right to recalculate the annual service targets based on current performance. At the end of each year for the first two years of the implementation plan, a programmatic review will be conducted to ensure all goals are being met, and recommendations to the priorities based on the increase in the program size may be made.

Use of HHS Accelerator

To respond to the NYPD’s 127 Pennsylvania Avenue Community Center RFP, and all other client and community services (CCS) Requests for Proposals (RFPs) released Fall 2013 and later, vendors must first complete and submit an electronic prequalification application using the City’s Health and Human Services (HHS) Accelerator System. The HHS Accelerator System is a web-based system maintained by the City of New York for use by its human services agencies to manage procurement.
Required Service Prequalification
The NYPD’s 127 Pennsylvania Avenue Community Center RFP will be released exclusively through the HHS Accelerator System. Only organizations with approved HHS Accelerator Business Application and Services Applications for one or more of the following will be able to propose:

- Case Management
- Preventive Services
- Outreach
- Rehabilitation/Therapy
- Mental Health Services
- Academic Supports
- Community Engagement
- Life Skills
- Recreational Services
- Conflict Resolution/Mediation
- Food and Nutrition
- Diploma/HSE Training

To submit a prequalification application to become eligible to apply for this and other CCS RFPs, please visit: http://www.nyc.gov/hhsaccelerator.

Comments
Please submit all comments to this concept paper no later than 01/08/2017 to:

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Contract Administration Unit
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