



DYCD CONCEPT PAPER

Questions:

Please use the Discussion with Buyer forum in PASSPort

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The New York City Department of Youth and Community Development (DYCD) invests in a network of community-based organizations and programs to alleviate the effects of poverty and provide opportunities for New Yorkers and communities to flourish.



My Brother's and Sister's Keeper Youth Council (MBSKYC) will provide up to thirty young people aged 14 to 24 with the opportunity to formulate a change agenda for the City of New York in a policy area of their choice.



Empowering Individuals • Strengthening Families • Investing in Communities



Bill de Blasio
Mayor

Department of
Youth & Community
Development

Bill Chong
Commissioner

CONCEPT PAPER

My Brother's & Sister's Keeper Youth Council (MBSKYC)

June 8, 2021

Following the release of this concept paper, the Department of Youth and Community Development (DYCD) in collaboration with the Young Men's Initiative (YMI) will issue a request for proposals (RFP) for My Brother's & Sister's Keeper Youth Council program which will serve up to thirty young people aged 14 to 24. Begun in 2012 as a pilot program, formerly the Mayor's Youth Leadership Council (MYLC), the program offered a small group of twenty high school students the opportunity to formulate a change agenda for the City of New York (City) in a policy area of their choice and to present their recommendations to the mayor.

The MBSKYC will share the goals of the original pilot but expand the age range of the youth participants and introduce a community benefit project involving neighborhood-based youth councils affiliated with DYCD. MBSKYC will serve as the galvanizing council to connect and mobilize youth council cohorts throughout the city. The addition of the community youth councils (hubs) will enable the MBSKYC participants to not only identify a change agenda in a given policy area at the citywide level, but also to experience how policy and youth voice can impact change at the neighborhood level.

Program Goals

The council will explore selected policy issues at both the citywide and local levels and will develop a comprehensive youth civic workplan detailing community benefit projects, community engagement activities, and advocacy platforms. The specific goals of the program are to:

- Develop civic leadership and civic engagement skills to effect change in City policy and practice.
- Initiate community benefit and civic engagement projects designed and implemented by the youth council cohorts associated with DYCD-funded youth programs. The community benefit projects may include:
 - Community needs assessments
 - Participatory budgeting
 - Review of DYCD frameworks (civic engagement, family engagement, social emotional learning, youth leadership, etc.)

- Stakeholder engagement/feedback (community surveys, branding, marketing)
- Youth civic engagement and special initiatives
- Youth program design
- Conduct a citywide policy summit, a one-day conference led by the MBSKYC and involving all youth and adults who participated in the community benefit projects at the hubs.

The program would incorporate positive youth development principles that include focusing on strengths, viewing young people as contributors and leaders, building positive relations among youth and adults, and nurturing engagement.

Stakeholder Engagement

Feedback on the program model will be elicited through this concept paper and a survey of current program participants.

MBSKYC Program Model and Requirements

Organization and Staff Experience

The contractor and key staff would have at least two years of successful experience within the last five years in providing relevant services to youth aged 14 and 24 and would have experience in leadership development, managing volunteers, and community engagement activities.

Staffing

Key staff members are the program director and facilitators. The program director would have primary responsibility for ensuring that all components of the program are successfully implemented in a timely manner. Program facilitators would be responsible for leading training sessions, coaching participants, and guiding group discussions on participant experiences. The program director and facilitators would have, at minimum, bachelor's degrees, knowledge and experience in providing nontraditional, experiential learning strategies, and experience working with youth. The program director can be full time or part time.

Program Approach

Safe and Welcoming Environment: The contractor would ensure a friendly and supportive environment where participants feel welcome and are treated with dignity and respect, regardless of age, gender or gender identity, race or ethnicity, sexual orientation, culture, or background.

Strengths-based Approach: The contractor would embrace DYCD's strengths-based approach in which the strengths and assets of individuals, families, and communities are valued. The contractor would adopt the interconnected concepts of Positive Youth Development (PYD),

Social and Emotional Learning (SEL), and Youth Leadership set out in DYCD's Promote the Positive frameworks.¹ Program staff would function as responsible, caring adults and positive role models, promoting participant safety, engagement, confidence, and empowerment. Programs would demonstrate the benefits of prosocial behaviors and responsible decision-making, reliability, critical thinking, and good communication skills.

Family Engagement: The contractor would embrace the principles and vision underpinning DYCD's Circles of Support family engagement framework. DYCD defines family in broad terms to include those individuals who care for and support participants but are not blood relatives. The program would create opportunities for those who have positive influences on program participants to engage with the program.

Partnerships: The contractor would have knowledge of local and citywide resources relevant to the target population and establish community partnerships with external organizations. Community partnerships may take different forms and would include referral agreements, co-location of services, and joint projects. The partnerships would intentionally promote service integration at the local level and build provider networks that maximize options for the participants. Community partners may include other DYCD-funded programs. The Discover DYCD digital tool² is available to help identify DYCD-funded programs by neighborhood. Community partners might also include other City agencies and specialists in areas relevant to the youth participants.

Program Services

Target Population: The contractor will engage up to thirty young people aged 14-24 to serve on the MBSKYC and at least 100 youth in ten youth council cohorts (hubs). Of the thirty youth in the MBSKYC, at least ten youth will be selected from the hub youth councils (one from each hub). Other youth may be identified through YMI's network of programs.

Hubs: DYCD will partner with community-based organizations to select youth council cohorts to serve as hubs. Each hub will plan, organize, and execute a community benefit project related to the selected policy issue in the surrounding community.

Policy Issue: The contractor would work with the MBSKYC participants and the hubs to identify a policy issue and community benefit project in an area of citywide importance, create an action plan to address the issue, and deliver a formal presentation of the plan to city officials and/or at the policy summit as a capstone event.

¹See www.nyc.gov/promotethepositive.

²Discoverdycd.dycdconnect.nyc/home.

Program Hours: The MBSKYC will meet once/week after school and one Saturday/month throughout the school year.

Training: The MBSKYC participants will participate in a leadership retreat at the beginning of the program year. They will learn how to manage work with the hub youth councils, lead a community input process, develop a policy agenda, engage and coordinate with City agencies, gather information through research and stakeholder interviews, implement community service projects, develop a civic workplan, and present to the public. This skillset will be solidified with additional training throughout the program year.

Youth Policy Summits: The Youth Policy Summit in Year One will be a one-day conference led by the MBSKYC and will involve all youth and adults who participated in the community benefit projects at the hubs. The MBSKYC and each of the hubs will describe their projects; keynote speakers will address the policy issues presented as well as the importance of leadership and civic engagement. Policy summits in subsequent years will be similar but will also provide opportunity to engage the stakeholders involved with the previous years' policy issues and the recommendations presented to city officials.

Outcomes: The following outcomes would be documented by the contractor:

- MBSKYC participants gain leadership skills.
- Each hub successfully completes a community benefit project.
- MBSKYC successfully develops and completes a civic workplan inclusive of civic engagement and community service opportunities for youth.
- MBSKYC successfully completes a presentation to City officials, community stakeholders, and/or partners, as well as to the Youth Policy Summit.

Reporting: The contractor must maintain program files that include registration forms with participant demographic data and documentation to validate outcome achievement. Program data must be entered on a timely basis into DYCD's Participant Tracking System. The contractor must submit monthly progress reports, maintain enrollment and attendance records, and submit a final report summarizing the policy recommendations of the MBSKYC.

Funding

It is anticipated that the annual funding amount will be \$100,000 annually for the contract term. One contract will be awarded.

Procurement Timeline/Contract Term

It is anticipated that DYCD will release an RFP for this procurement in late Summer of 2021. The proposal submission deadline will be approximately four weeks from the release of the RFP.

DYCD anticipates entering into a contract for the period October 1, 2021 to June 30, 2024 with an option to renew for three additional years.

Comments

All comments and feedback regarding this concept paper must be received by **June 30, 2021**. Feedback should be submitted through the PASSPort system by submitting a response in the Questionnaire tab. For general questions on the program model, please use the Discussion with Buyer tab, also in the PASSPort system.

To submit feedback or questions on the concept paper, you must have an account in PASSPort. Technical questions related to PASSPort can be sent to the Mayor's Office of Contract Services at help@mocs.nyc.gov.

Respond in PASSPort

To submit feedback to the Concept Paper, you need to have an account in the City's digital procurement system, PASSPort. need to have an account in the City's digital procurement system PASSPort.

If you do not have a PASSPort account yet, please [click here to create a PASSPort account](#). Read this [one-page PASSPort Account Creation Information Sheet](#) for simple step-by-step instructions.

For more information on how to submit a response in PASSPort, including helpful videos, job aids, and user guides, visit the Learning to Use [PASSPort webpage](#).

Complete Prequalification in HHS Accelerator

Responses to the forthcoming My Brother's & Sister's Keeper Youth Council program Request for Proposals (RFP), and all other Client and Community Services (CCS) RFPs, will also be submitted through PASSPort.

In addition to setting up an account in PASSPort, providers must complete and submit an electronic prequalification application using HHS Accelerator. Organizations must be prequalified at least one week before responses are due. For the RFP, only organizations with approved HHS Accelerator Business Application and Service Applications for one or more of the following will be eligible to propose:

- Academic Support
- Community Engagement

- Life Skills
- Outreach

Contact Information

All comments and feedback regarding this concept paper must be received no later than submission deadline included in this concept paper. Feedback should be submitted through the PASSPort system by submitting a response through the **Manage Responses** tab. PASSPort technical questions can be sent to the Mayor's Office of Contract Services (MOCS) via help@mocs.nyc.gov.