



NeON Arts Concept Paper

Purpose

The following Concept Paper is the precursor to a forthcoming Request for Proposals (RFP) to provide NeON Arts. Through the upcoming RFP, the Department of Probation (DOP) will be seeking appropriately qualified vendor(s) to facilitate provision of community-based arts projects in each of the seven NeON communities throughout New York City: Brownsville (Brooklyn), East New York (Brooklyn), Harlem (Manhattan), South Jamaica (Queens), Staten Island, the South Bronx, and Bedford-Stuyvesant (Brooklyn). DOP is seeking comments on the Concept Paper herein presented.

DOP Mission

DOP is helping to build stronger and safer communities by supervising people on probation, providing interventions and opportunities that foster behavioral change and that lead to a road to success outside of the justice system. These opportunities include meaningful education, employment, health services, family engagement and civic participation.

NeON: Neighborhood Opportunity Network

To better accomplish its mission, DOP has begun focusing service delivery on the neighborhood level. The vehicle for DOP's neighborhood-based strategy is the Neighborhood Opportunity Network (NeON). At the heart of the NeON is a network of partners – individuals and organizations, public and private – working together to improve public safety by linking people on probation to quality opportunities, resources and services and by strengthening community capacity to find solutions to complex challenges.

NeONs are located across New York City in Brownsville, East New York, Bedford-Stuyvesant, Staten Island, Central Harlem, South Jamaica and the South Bronx¹. Each NeON has a stakeholder group that engages clients and their communities as they develop the competencies they need to permanently exit the justice system. The NeON Stakeholder Group (NSG) is comprised of traditional community leaders, elected officials, service providers, advocacy groups, grassroots organizations, DOP NeON staff and DOP clients and families, who together help to guide and inform DOP's neighborhood work. The primary goal of the NeON is to help clients succeed and make communities stronger and safer.

¹ For a full list of NeON locations and addresses please visit the DOP website at:
<http://www.nyc.gov/html/prob/html/neon/neon.shtml>

NeON Arts: The Model

NeON Arts is one piece of the NeON network, designed to provide transformative educational and cultural experiences for young adults on probation while building capacity in the surrounding community. In addition to engaging probation clients, NeON Arts also engages each local NSG and a host of community partners. Each respective NSG would be central to the development of the community-based arts projects for NeON Arts.

NeON Arts would support at least one community-based arts project per year in each of the seven NeON communities. These projects would serve to collaboratively support and build capacity in the local community, engaging both DOP clients and community members. NeON Arts projects would be designed to provide artistic opportunities for participants that address social, emotional, and educational needs while reflecting their complex identities through both familiar and new artistic mediums/genres. It is anticipated that projects may be related to a variety of disciplines, including dance, music, theater, visual arts, poetry, and digital media and enhancement/support of the NSG and community infrastructure. NeON Arts projects should include a public performance/exhibition component to acknowledge and showcase the effort and accomplishments of participants in order to help change perceptions held by family members, community members, DOP staff, and other public audiences.

The NeON Arts provider(s) would have the capacity and experience to handle the administration of NeON Arts as well as direct service provision of arts programming². The NeON Arts provider(s) would be responsible for general support and facilitation for NeON Arts projects, which would include coordinating with Probation Staff, each respective NSG and working with local arts organizations/providers to develop each arts-based community benefit project. Each respective NSG would determine specifications and criteria, with assistance from the provider(s), for the project to be run in the respective NeON community.

Program Design

a. Target Population

NeON Arts projects would be open to both probation clients and members of the local NeON community; providing transformative educational and cultural experiences.

b. Geographic Service Areas/Targeted Areas

NeON Arts projects would take place in seven NeON communities: Brownsville (Brooklyn), East New York (Brooklyn), Harlem (Manhattan), South Jamaica (Queens), Staten Island, the South Bronx, and Bedford-Stuyvesant (Brooklyn). Projects should reflect and include the local community.

² It is anticipated that some programming would be provided through subcontractors, which may include administration of a competitive application process by the NeON Arts provider(s).

c. Program Hours/Schedule

It is expected that NeON Arts would be run outside of normal business hours, as preparations for and actual performances/exhibitions will likely occur in the evening hours and/or on weekends.

d. Site Information

The Contractor(s) may designate an administrative site where the project manager would be based; however facilitation and delivery of the NeON Arts projects would occur in the relevant NeON community.

e. Staffing

The Contractor(s) would be required, at minimum, to maintain a project manager position dedicated full-time to NeON Arts. The project manager would be responsible for facilitating the development, implementation and assessment of NeON Arts; including but not limited to communication and reporting to DOP, as well as coordination with the NSG and any other relevant stakeholders for provision of community projects.

Performance Measures

a. Outcomes

The contractor(s) would be expected to engage DOP clients in their own communities, engage the community and its stakeholders, build a network of arts organizations, community partners and DOP staff. The contractor would be expected to work with the NSG as a collaborative body to build infrastructure and capacity. The contractors would be expected to work with DOP Staff, NSG, Arts Organizations and Participants to increase community engagement.

b. Reporting

Contractor(s) would be required to maintain and submit data (reflecting participant attendance, services provided, budget, and outcomes/milestones achieved). Such data would be submitted on a monthly basis or other frequency determined by DOP. Contractor(s) would submit progress reports to DOP, as directed, regarding implementation of projects. Contractor(s) may be required to use DOP's on-line data collection system to record all required data.

Funding

a. Funding Amounts/Anticipated Payment Structure

The anticipated annual funding for NeON Arts is approximately \$1 million. It is anticipated that the budget(s) for the contract(s) resulting from the forthcoming NeON Arts RFP would include an administrative fee of approximately 7-15% of the annual contract value³; the remaining funds would be allocated for each NeON location for at least one project per year. The Contractor would be responsible for maintaining the overall budget of the program and ensuring that the funds are appropriately distributed to ensure that each NeON location has the opportunity to complete at least one project each contract year within the maximum funding amount provided. The Contractor would be paid on a cost reimbursement basis⁴.

b. Anticipated Number of Contracts/Contract Term

DOP expects to issue 1-2 contracts to facilitate and deliver NeON Arts. The anticipated contract term is for approximately two years, with an option to renew for up three additional years. Contract terms and amounts are based on availability of funding and are subject to change.

Evaluation of 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 for each key service area comprising the NeON Arts program. 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 these services. DOP anticipates that evaluation of proposals may include interviews and/or site visits in addition to review of the written proposal.

Procurement Timeline

Release of the RFP is anticipated in Summer 2015 with services anticipated to begin November 1, 2015.

Use of HHS Accelerator

To respond to the forthcoming NeON Arts RFP and all other client and community services (CCS) Requests for Proposals (RFPs), vendors must first complete and submit an electronic prequalification application using the City's Health and Human Services (HHS) Accelerator System. The HHS

³ The salary of the project manager would be paid out of the Contractor's administrative fee allocation.

⁴ It is anticipated that there may be some opportunity for advance payments, if needed.

Accelerator System is a web-based system maintained by the City of New York for use by its human services Agencies to manage procurement.

Only organizations with approved HHS Accelerator Business Application and Services Applications for one or more of the following will be able to propose:

- Community Engagement
- Life Skills
- Recreational Services

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

Contact Information/Deadline for Questions/Comments

Written comments may be emailed to acco@probation.nyc.gov (entering “NeON Arts Concept Paper” in the subject line) or submitted by mail to:

Eileen Parfrey-Smith
Agency Chief Contracting Officer
NYC Department of Probation
33 Beaver Street, 21st Floor
New York, NY 10004

The deadline for all written comments is **June 5, 2015**.