



**City of East Orange**  
**TED R. GREEN**  
**MAYOR**

**Department of Policy, Planning and Development**  
DAN JENNINGS  
DIRECTOR

# **REQUEST FOR PROPOSAL**

## **FY 2021 COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS**

The City of East Orange's Division of Community Development is seeking proposals and input for inclusion in its **Fiscal Year 2021 Action Plan**. The Fiscal Year 2021 Program Year will run from **July 1, 2021 through June 30, 2022**. Successful proposals must address the housing and community development needs presented in the **City of East Orange's Five-Year Consolidated Plan** and must meet the guidelines articulated in this Funding Application.

The Consolidated Plan sets forth the City of East Orange's community priorities and needs; offering strategies and estimated costs for meeting those needs. The U.S. Department of Housing and Urban Development requires all entitlement communities to create Consolidated Plans and to update them every five (5) years. The FY20 Action Plan will serve as the annual document that will articulate the means by which the goals and objectives of the Consolidated Plan are being met and responded to during the coming fiscal year. This particular Action Plan is the last of five such annual plans being produced in response to the current Consolidated Plan.

If you are interested in submitting a proposal for consideration, you must complete the attached proposal form and submit it with all required materials by **May 17, 2021 at 12:00 NOON** to the following location:

City of East Orange  
Attention: Adrienne McCall  
Division of Community Development & Grants  
44 City Hall Plaza  
East Orange, NJ 07018

Emailed submissions must be received by **May 17, 2021 noon** on the submission deadline.

[adrienne.mccall@eastorange-nj.gov](mailto:adrienne.mccall@eastorange-nj.gov)

Only those proposals submitted for *eligible* activities in accordance with the required format (see attached forms and instructions) will be considered for funding. A summarized list of eligible activities is attached to the proposal form along with a summary of activities that are considered *ineligible*. If you are considering submitting an application for funding and are not sure if the program is eligible, you may contact 973-266-5140 for assistance.

Thank you for your interest in the Community Development Block Grant Program.

**CDBG RFP FISCAL YEAR 2021  
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**CDBG RFP FISCAL YEAR 2021  
I. GENERAL INFORMATION**

The City of East Orange's Community Development Block Grant (CDBG) Program is designed to expand opportunities for low and moderate-income citizens through the provision of public services, acquisition and improvements to public facilities, neighborhood improvements, and housing and economic development opportunities.

**Community Development Block Grant (CDBG) Programs** allocate funds from the U.S. Department of Housing and Urban Development (HUD) to state and local governments, who in turn, reallocate these funds to private non-profit community development corporations, community-based organizations, city departments, and private for-profit corporations, for activities that benefit low and moderate-income areas or low and moderate-income persons.

Funding for the FY 2021 Program Year in East Orange available under the CDBG Program is estimated<sup>1</sup> to be in the amount of **\$1,400,000.00**

**PROPOSAL REVIEW**

Once submitted, no proposal may be amended or substituted, unless the amendment has been requested or permitted by the City. The City, at its sole discretion, reserves the right to contact an applicant if additional information is required. As a courtesy to applicants, staff is always available to provide assistance prior to the application deadline.<sup>2</sup>

**TIMEFRAME**

The City anticipates, but is not bound by, the following schedule for reviewing submitted proposals and determination of funded awards:

RFP Availability Date	April 19, 2021
Public Hearing Dates	April 28, 2021 5:00 am and May 26, 2021 at 5:00pm
<b>Deadline for Proposal Submissions</b>	<b>May 17, 2021 at 12:00 noon</b>
Internal Review Period	May 18 – May 21, 2021
Action Plan Development, Public Review Period	May 28, 2021 – June 28, 2021
<b>Submission to HUD</b>	<b>July 1, 2021</b>
Letters of Award/Denials	June 1, 2021
Funding Year Begins	July 1, 2021

<sup>1</sup> FY2021 allocations are provided by the Department of Housing and Urban Development and are subject to changes and modifications.

<sup>2</sup> The proposal and its contents are subject to the U.S. Department of Housing & Urban Development's CDBG Program Rules and Regulations (24 CFR part 570) as amended from time to time in addition to the City of East Orange's CDBG Program guidelines.

**CDBG RFP FISCAL YEAR 2021**  
**II. INCOME GUIDELINES**

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Every proposal that is approved will be required to provide ongoing evidence that the beneficiaries of the program meet certain income guidelines. For those programs involving housing, affordable rent guidelines are also required.

The Division of Community Development can assist you in working with these HUD-mandated requirements.

**INCOME GUIDELINES**

The following guidelines represent income limits by household size and maximum annual income as determined by HUD for assistance under the Community Development Block Grant 2021 Action Plan.

<b>Maximum Income Levels</b>	
<i>Effective Date: 01/01/21</i>	
<i>(Based on 80% of Median Family Income)</i>	
<u>Household Size</u>	<u>Annual Income</u>
1 person	\$55,950
2 persons	\$63,950
3 persons	\$71,950
4 persons	\$79,900
5 persons	\$86,300
6 persons	\$92,700
7 persons	\$99,100
8 or more persons	\$105,500

The City's method for identifying the definition of income pursuant to 24 CFR 570.3(1)(iii), "Income" is as follows: Adjusted gross income as defined for purposes of reporting under Internal Revenue Service (IRS) Form 1040 for Individual Federal annual income tax purposes.

For the purpose of determining whether a family or household is low- and moderate-income, grantees may select any of the definitions listed below for each activity. The definitions are as follows: "Annual income" as defined under the Section 8 Housing Assistance Payments program at 24 CFR 813.106. This definition includes: Wages, salaries, tips, commissions, etc.; adjusted gross income as defined for purposes of reporting under Internal Revenue Service (IRS) Form 1040 for individual Federal annual income tax purposes.

Estimate the annual income of a family or household by programing the prevailing rate of income of each person at the time assistance is provided for the individual, family, or household. Estimated annual income shall include income from all family or household members, as applicable. Income or asset enhancement derived from the CDBG-assisted activity shall not be considered in calculating estimated annual income.

*Low- and moderate-income household* means a household having an income equal to or less than the Section 8 low income limit established by HUD.

*Low- and moderate-income person* means a member of a family having an income equal to or less than the Section 8 low-income limit established by HUD. Unrelated individuals will be considered as one-person families for this purpose.

*Low-income household* means a household having an income equal to or less than the Section 8 very low-income limit established by HUD.

*Low-income person* means a member of a family that has an income equal to or less than the Section 8 very low-income limit established by HUD. Unrelated individuals shall be considered as one-person families for this purpose.

*Moderate-income household* means a household having an income equal to or less than the Section 8 low-income limit and greater than the Section 8 very low-income limit, established by HUD.

*Moderate-income person* means a member of a family that has an income equal to or less than the Section 8 low income limit and greater than the Section 8 very low-income limit, established by HUD. Unrelated individuals shall be considered as one-person families for this purpose.

**CDBG RFP FISCAL YEAR 2021**  
**III. ELIGIBILITY AND SELECTION**

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The City will evaluate all CDBG proposals in a three-phase process:

**PHASE ONE** will involve a review of the proposals by the staff of the Division of Community Development for conformance to the submission requirements and a determination of whether the proposals meet the minimum criteria established by HUD. Each proposal will be reviewed for program eligibility under the regulations of the Community Development Block Grant Program, and feasibility for implementation.

**PHASE TWO** will involve an evaluation of the proposal merits by the staff of the Division of Community Development. During this phase, and at its discretion, City staff may conduct interviews with qualifying applicants and provide the applicant the opportunity to clarify their proposal and advise the City of any additional factors which may be relevant.

**PHASE THREE** will be a review of the applications and recommendations of the Department of Policy and Planning to the Business Administrator, Mayor and East Orange City Council.

**ELIGIBLE ACTIVITIES**

Before preparing a request for funding, first determine whether or not the proposed activity or program is an eligible activity per federal regulations. The applicable CDBG regulations are located in these RFQ instructions. This listing defines eligible and ineligible activities for the respective programs. If the proposal does not meet at least one of the three national objectives for CDBG funding or is determined to be ineligible under other applicable CDBG regulations, the program cannot be considered for funding.

**NATIONAL OBJECTIVES (FOR CDBG APPLICATIONS)**

The **primary objective** of the CDBG program is to benefit low and moderate-income persons whose income is at or below 80% of median income and/or reside in census tracts with at least 51% of the residents have incomes at or below 80% of the median income for the area. Priority will be given to those applications that meet national objective #1 as stated below. *Without exception, all CDBG program activities must meet one of the programs National Objectives listed below:*

- **National Objective 1:** Principally benefits low and moderate-income persons with incomes at or below 80% of the median income (Code of Federal Regulation citation 570.208(a).)
- **National Objective 2:** Aids in the prevention or elimination of slums or blight (Code of Federal Regulation citation 570.208(b).)
- **National Objective 3:** Qualifies as a certified urgent need (Code of Federal Regulation citation 570.208(c).)

Section 570.208 of the Code of Federal Regulations lists the criteria to determine whether a CDBG-assisted activity complies with the national objectives stated above.

## **SELECTION: RANKING CRITERIA FOR FUNDING PROPOSALS**

Emphasis will be placed on applicants who meet or exceed the standards discussed in this section. For those providers who are proposing new or expanded programs, emphasis will additionally focus on capacity and exemplary past performance, (See Section III. D. Capacity for detail).

Staff will utilize the following criteria, in addition to HUD eligibility requirements and the City's Consolidated Plan priorities, in evaluating proposals submitted for CDBG funding:

### **A. IMPACT ON CONSOLIDATED PLAN PRIORITY NEEDS**

The need for the proposed program will be determined by identifying how the program impacts upon the adopted Consolidated Plan Priority Needs. Therefore, *applications must provide a clear explanation of how the program impacts upon Consolidated Plan Priority Needs.* Greater consideration will be given to programs that provide a clear description of the program with supporting data and methodology of how the program will meet the Plan's Priority Needs.

### **B. BENEFIT TO LOW- AND MODERATE-INCOME PERSONS**

The primary objective of the CDBG program is the development of healthy communities "by providing decent housing and a suitable living environment and expanding economic opportunities principally for persons of low and moderate income." [HUD requires that, at a minimum, 70% of the aggregate amount of CDBG funds received by the City must be used for activities that benefit lower income people.] For the purpose of CDBG: Income is defined as, the adjusted gross income as defined for purposes of reporting under Internal Revenue Service (IRS) Form 1040 for individual federal annual income tax purposes.

Projects are required to benefit low and moderate-income (LMI) persons and must be designed to include participation by such persons. A CDBG-assisted activity "benefits lower income people" if it meets any one of the four following tests:

#### **1. The Low-Moderate Income National Objective – Housing Activities.**

- Housing-related CDBG activities "benefit" lower income people only if occupied by low and moderate-income households at the completion of rehabilitation.
- In multifamily buildings (3 or more units), at least 51% of the units must be occupied by low and moderate-income households. For structures with two (2) units at least one of the units must be so occupied. For rental housing, occupancy by low-moderate income households must be at affordable rents.

#### **2. The Low-Moderate Income National Objective – Jobs**

The business receiving CDBG assistance must justify that the assistance will benefit low and moderate-income individuals. There are two possible ways it can meet this claim:

- At least 51% of the jobs created or "retained" by the business as a result of the CDBG assistance must be either filled by or "available to" low- and moderate-income individuals. (Jobs are to be counted on a full-time-equivalent basis.)
- "Available to" means either: the job does not require special skills or additional education; or, the business agrees to hire someone and train them for the job. In addition, the business and city must try to ensure that low- and moderate-income individuals get first consideration for filling the job.

### 3. The **Low-Moderate Income National Objective – Limited Clientele**

Some CDBG-assisted activities are either facilities or services that, by their special nature, serve people who are generally presumed to be low-moderate income. Examples include abused children, battered spouses, senior citizens, severely disabled adults, homeless persons, illiterate adults, persons living with AIDS and migrant farmworkers. HUD calls these presumed benefits. In order to meet the national objective requirements under presumed benefit, the facility or service must exclusively serve persons in the aforementioned categories.

(1) A low-moderate income limited clientele activity provides benefits principally to persons whose income is at or below 80% of median. At least 51% of the beneficiaries of the activity must be low-moderate income persons in order for the activity to meet the national objective. To demonstrate compliance with the national objective, clients or participants in the activity must provide verifiable evidence about their family size and income so that it is evident that at least 51% of the clientele are persons whose family income does not exceed 80% of the median income for the area or the activity must be of such nature and in such location that it may reasonably be concluded that the activities clientele will primarily be low-moderate income persons ( e.g. a day care center that is designed to serve residents of a public housing complex) or have income requirements that limit access to the activity exclusively to low-moderate income persons.

(2) The activity requires users to provide information about their family income and size.

4. The **Area Benefit Test** for measuring lower income benefit. Many CDBG activities can benefit all people in an area, no matter what their income is. Examples include street improvements and neighborhood facilities. Such programs must meet the "area benefit test" if they are to be counted as benefiting lower income people. To meet this test, the area must be primarily residential and at least 51% of the residents of the "area" must be lower income. For the purpose of CDBG "area" is defined as the primary service location(s) benefiting low income residents in a primarily residential neighborhood. Applicants must clearly establish and identify the boundaries and rationale for the selected geographic service area where the proposed project will take place.

In all cases, all applications scored under the low and moderate-income criterion will include review and scoring of the following:

- LMI benefit activity selected
- How LMI persons will be determined
- The absolute number of persons to be served
- The percent of qualifying LMI persons to be served
- How the low and moderate-income persons will benefit

For the purpose of evaluating program applications, 51% of beneficiaries must be low and moderate-income. **Programs that cannot demonstrate 51% LMI benefit will not be funded.**

### **C. PROGRAM DESCRIPTION, PERFORMANCE EVALUATION CRITERIA & BUDGET**

The content and soundness of all applicants' program design will be evaluated. This evaluation shall include a review of proposed program activities set forth in the narrative and the budget to support these activities.

Several factors will be considered when reviewing a program's budget. All budget reviews will include, but not be limited to, the following considerations:

- Methods used to derive cost estimates
- Completeness and date of cost estimates
- Relationship between cost and the activities to be undertaken
- Cost per unit, if applicable
- Other items deemed relevant to success of the proposed activities

### **D. CAPACITY**

Program sponsors must demonstrate the ability to carry out the proposed activities. Program sponsors will be evaluated on experience, administrative capacity, and financial management. Consideration will be given to currently funded CDBG program providers with exemplary performance records. Exemplary performance is defined as: receiving a high score in performance evaluations conducted by the Division of Community Development and consistently meeting or exceeding the accomplishment goals established for the CDBG-funded activities.

### **E. LEVERAGE**

Consideration will be given to the amount of non-CDBG funds committed to the program. The greater the financial support or leveraging from local and other sources, the greater the potential impact that CDBG funds will have on meeting local community needs. Documentation must be provided with the application to verify the availability of leverage resources.

### **F. OTHER APPLICATION FACTORS**

Applicants are encouraged to develop a program that has a substantial and comprehensive effect on the needs and conditions identified in their application. These qualities will be carefully evaluated in the review of your application using the evaluation criteria presented on the CDBG Proposal Application Evaluation Worksheet found in Section VI of these instructions.

It is strongly recommended that you consider these factors before preparing your application, as they are the same factors that will be used to judge the overall feasibility of your proposal.

**CDBG RFP FISCAL YEAR 2021  
IV. COMMUNITY DEVELOPMENT NEEDS**

**Consolidated Plan 2020-2024  
Housing and Community Development Goals and Objectives**

<b>Goals</b>	<b>Objectives</b>
<b>HOUSING</b>	To approach affordable housing comprehensively in accordance with the Municipal Master Plan; to increase the level of homeownership, paying special attention to low income homebuyers; to assist elderly residents with housing maintenance; to assist residents who convert their homes to be ADA compliant; to increase and improve the supply of affordable housing and rental units and mixed income housing and related units; and to remove lead based paint hazards from low to moderately low income households.
<b>SPECIAL POPULATIONS</b>	To increase the supply of affordable housing to special needs populations, this population includes the mentally or physically challenged, the elderly, and those with substance abuse problems; to support public facilities and services that meet the needs of the City's special needs population.
<b>HOMELESSNESS</b>	To maintain the supply of emergency shelter(s), transitional housing and permanent housing for the homeless; to increase the supply of affordable housing for those at risk of homelessness; to create programs that reduce the chance of at-risk populations from becoming homeless.
<b>COMMUNITY DEVELOPMENT</b>	To encourage, support, design and promote programs and activities that help eliminate poverty and add to the quality of life for our residents. To remove blight and return vacant parcels of land to full use.
<b>ECONOMIC DEVELOPMENT</b>	To encourage the use of private/public partnerships to enhance and expand the production, maintenance and security of economic development opportunities, job development, training and placement; to upgrade the basic municipal infrastructure to encourage economic and housing development to approach economic development comprehensively in accordance with the Municipal Master Plan and Redevelopment Plans proposed and adopted by the City.

**CDBG RFP FISCAL YEAR 2021**  
**V. ELIGIBLE v. INELIGIBLE ACTIVITIES INFORMATION**

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**ELIGIBLE CDBG ACTIVITIES\***

Activities that are eligible for CDBG funding include, but are not limited to:

- CDBG Program administration costs,
- Economic Development activities, including micro-enterprise assistance and lending to for-profit businesses,
- Public services, such as employment assistance, crime prevention, substance abuse, childcare, health care, transportation, fair housing counseling, etc.,
- Acquisition of real property,
- Clearance and demolition,
- Rehabilitation of privately or publicly owned commercial, residential and industrial buildings,
- Housing rehabilitation,
- Construction, reconstruction or installation of public facilities including, but not limited to the creation of parks, playgrounds, streets and sidewalks, public buildings (except for buildings for the general conduct of government),
- Historic Preservation,
- Related relocation, clearance and site improvements, and
- Homeownership assistance.

**INELIGIBLE ACTIVITIES:**

The lists of activities that are not eligible for CDBG funding include, but are not limited to:

- Buildings used for the general conduct of government,
- Purchase of equipment (if not part of an eligible program),
- Operating and maintenance expenses,
- General Maintenance and/or repair of public facilities and infrastructure,
- Payment of salaries for staff, utility costs and similar expenses necessary for the operation of public works and facilities,
- General government expenses,
- Political activities, and
- New housing construction.

**\*NOTE: The eligibility of listed activities may be limited by additional regulatory conditions.**

**CDBG RFP FISCAL YEAR 2021  
VI. EVALUATION OF CDBG PROPOSALS**

**Evaluation Criteria 2021**

Community Development Block Grant [CDBG] funds are awarded through a competitive proposal evaluation process. The evaluation considers all aspects of the proposal as described in the RFQ and proposal application.

Proposals are reviewed by the staff of the City's Division of Community Development who first review each application for threshold information [completeness of application] and then for content. The Division Staff will review each proposal, ranking them using the City's Proposal Application Evaluation Worksheet. Should a question arise during its review, the Division reserves the right to contact the applicant for clarification. The results of those evaluations are then presented to the Mayor's Review Committee that renders the final decision on grant awards.

While a well-written proposal is no guarantee of funding, this is a highly competitive process where the completeness, conciseness and responsiveness to the criteria described in the Application is of utmost importance.

Please contact the Division of Community Development at 973.266.5140 should you have any questions concerning this process or the application, itself.

All completed proposal applications are due without exception on Friday, May 17th no later than 12noon. **There are no exceptions to this deadline.**

Review  
Timeline

Submission  
Deadline

May 17th  
Noon

Community  
Development  
In-house Review

May 18-21

Public Hearings

April 28th  
5:00PM

&

May 26th  
5:00PM

Publication of  
Action Plan

<b>Evaluation Criteria</b>	
<b>Maximum Points Possible: 64</b>	
<b>Quality of Program Design</b>	<b>24 Points</b>
Includes demonstration of unmet need, consistency with needs and priorities of the Consolidated Plan, overall program merit, coordination with existing services and evidence of community support	
<b>Quality of Proposal Elements</b>	<b>12 Points</b>
Includes outcomes, assessment plan, action plan/timeline and budget	
<b>Capacity and Experience</b>	<b>12 Points</b>
Includes direct experience, local experience, past grant administration, staffing and resources and partners	
<b>Funding Request</b>	<b>16 Points</b>
Includes use of leveraged funds or other resources and program sustainability	

The following worksheet is the form that will be used in the review of all applications submitted for funding. This is offered only for information purposes and requires no action on your part.

## **CDBG Proposal Application Evaluation Worksheet**

<b>PROGRAM NAME:</b>					
<b>AGENCY NAME:</b>					
<b>AMOUNT REQUESTED:</b>		<b>AMOUNT RECOMMENDED:</b>	<b>\$</b>		
<b>NEW PROGRAM?</b>		<b>EXISTING/MODIFIED PROGRAM?</b>			

**Scoring: 0=Unacceptable 1= Poor 2 = Fair 3 = Good 4 = Excellent**

<b>Evaluation Factors</b>						
<b>Quality of Program Design</b>						
1	Does the proposed program/program comply with the overall regulations, goals and objectives of the CDBG program?				Y	N
2	Does the application include a demonstration of unmet need?				Y	N
3	Is the application proposal consistent with the needs and priorities of the Consolidated Plan? If yes, does the application meet a high, medium or low priority?				Y	N
		0	1	2	3	4
4	Overall program merit.	0	1	2	3	4
5	Coordination with existing services [non-duplication] and evidence of community support.	0	1	2	3	4
<b>Quality of Proposal Elements</b>						
6	Are the program activities and goals clearly defined?	0	1	2	3	4
7	Are there meaningful outcomes and outputs for the proposed program activities?	0	1	2	3	4
8	Does the proposed program/program take into consideration the collaboration of resources with other public and/or private development efforts to be more effective and efficient?				Y	N
<b>Capacity and Experience</b>						
9	Does the organization have the experience and staff qualifications to meet their intended program goals?	0	1	2	3	4
10	Has the organization demonstrated past experience in implementing and complying with federal regulations?	0	1	2	3	4
11	Has the organization demonstrated an ability to deliver their services?	0	1	2	3	4
<b>Funding Request</b>						
12	Does the proposed activity have additional funding available to fully correct the conditions and/or meet the needs that exist?				Y	N
13	Does the operating budget seem adequate for the organizational structure and proposed program/activity?	0	1	2	3	4
14	Does the proposed cost of the program/activity justify the number of persons who will directly benefit from the program/activity?	0	1	2	3	4
15	Has the organization demonstrated an ability to leverage and raise other funds? Are there other financial resources available beyond CDBG funds that could be used to fund the proposal?	0	1	2	3	4

**Total Points Received: \_\_\_ out of 64**

**PROPOSAL APPLICATION FOR CDBG FUNDING:  
THE COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)  
ENTITLEMENT PROGRAM**

**FISCAL YEAR 2021**

**JULY 1, 2021 THROUGH JUNE 30, 2022**

Organization Name: \_\_\_\_\_

Program Name: \_\_\_\_\_

Program Location: \_\_\_\_\_

Exec Director Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website (if applicable): \_\_\_\_\_

Employer (IRS) ID #:

Charitable Registration ID #

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Website (if applicable): \_\_\_\_\_

**PROGRAM FUNDING REQUEST**

CD Funds Requested  Funding Leveraged from other Sources

Check the category, which describes the type of funding, requested:

- Housing  Public Facility  Infrastructure  
 Economic Development  Public Service  Other

**BRIEF PROGRAM DESCRIPTION:**

**Please provide a one-sentence statement about your program—not your organization.**

**e.g. To Provide Temporary Transitional Housing to individuals of a urgent need**

## 1. PROGRAM ELIGIBILITY SECTION

A. This program is located in \_\_\_\_\_ **Census Tract(s)** (*Area Benefit Programs ONLY*)

B. This program meets at least ONE of the HUD national objectives listed below (*discussion and definitions available on page 6 of the RFP*):

\_\_\_\_ 1. Benefits low/moderate income individuals/households

\_\_\_\_ 2. Addresses the prevention or elimination of slums or blight

\_\_\_\_ 3. Meets a particularly urgent community development need.

C. Check statement that describes how this program or activity meets one of the National Objectives above:

- L/M Area Benefit*: the program meets the identified needs of L/M income persons residing in an area where at least 51% of those residents are L/M income persons. The benefits of this type of activity are available to all persons in the area regardless of income. *Examples*: street improvements, water/sewer lines, neighborhood facilities, facade improvements in neighborhood commercial districts.
- L/M Limited Clientele*: the program benefits a specific group of people (rather than all the residents in a particular area), at least 51% of whom are L/M income persons. The following groups are presumed to be L/M: abused children, elderly persons, battered spouses, homeless, handicapped, illiterate persons. *Examples*: construction of a senior center, public services for the homeless, meals on wheels for elderly, construction of job training facilities for the handicapped.
- L/M Housing*: the program adds or improves permanent residential structures that will be occupied by L/M income households upon completion. Housing can be either owner or renter occupied units in either one family or multi-family structures. Rental units for L/M income persons must be occupied at affordable rents. *Examples*: acquisition of property for permanent housing, rehabilitation of permanent housing, conversion of non-residential structures into permanent housing.
- L/M Jobs*: the program creates or retains **permanent** jobs, at least 51% of which are taken by L/M income persons or considered to be available to L/M income persons. *Examples*: loans to pay for the expansion of a factory, assistance to a business which has publicly announced its intention to close w/resultant loss of jobs, a majority of which are held by L/M persons.
- Slum or Blighted Area*: the program is in a designated slum/blight area and the result of this program addresses one or more of the conditions that qualified the area.
- Spot Blight*: the program will prevent or eliminate specific conditions of blight or physical decay outside a slum area. Activities are limited to clearance, historic preservation, rehabilitation of buildings, but only to extent necessary to eliminate conditions detrimental to public health and safety. *Examples*: historic preservation of a public facility threatening public safety, demolition of a deteriorated, abandoned building.

**D. Program Category [check one]:**

- Acquisition of Real Property
- Disposition of Real Property
- Public Facilities and Improvements (e.g., homeless shelter, water and sewer facilities, flood and drainage improvements, fire protection facilities/equipment, community, senior and health centers, parking, streets, curbs, gutters and sidewalks, parks and playgrounds.)
- Privately-Owned Utilities
- Public Service (i.e., a **new** service or an **increase** in the level of a service)
- Relocation Payments and Assistance to Displaced Persons
- Removal of Architectural Barriers, Handicapped Accessibility
- Housing Rehabilitation
- Historic Preservation
- Commercial or Industrial Rehabilitation, including facade improvements and correction of code violations.
- Special Economic Development or assistance to micro-enterprises.
- OTHER:

**2. IMPACT ON CONSOLIDATED PLAN PRIORITY NEEDS**

The Five-Year Consolidated Plan identifies each priority needs in the community and strategies to address these needs. The need for your proposed program will be determined by identifying how the program impacts upon the adopted Consolidated Plan Priority Needs.

Therefore, applications should provide a clear explanation of how the program impacts upon the adopted Consolidated Plan Priority Needs. Greater consideration will be given to programs that provide a clear description of the program with supporting data and methodology of how the program will meet the Consolidated Plan Priority Needs. Included in this RFP packet is a table in Section IV. entitled, "Draft Housing and Community Development Needs and Priorities".

Please identify the category and activity applicable to your proposal, using the table below as your guide:

<p><b>Example:</b>  <input checked="" type="checkbox"/> Public Services                      Activity: Youth Transportation</p>
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Public Services

- Homeless                      Activity\_\_\_\_\_
- Infrastructure                      Activity\_\_\_\_\_
- Youth Programs                      Activity\_\_\_\_\_
- Economic Dev.                      Activity\_\_\_\_\_
- Housing                      Activity\_\_\_\_\_
- Public Facilities                      Activity\_\_\_\_\_
- Senior Programs                      Activity\_\_\_\_\_
- Other CD Programs                      Activity\_\_\_\_\_

**PROPOSED PROGRAM ACCOMPLISHMENTS**

Please briefly describe proposed accomplishment(s) if funding is awarded:  
*(Accomplishments must be described in terms of households served, people served, businesses created, housing units created, jobs created, or public facilities undertaken. Example: This program will serve 485 Low/Mod Individuals (LMI), this program will create 25 jobs, etc.)*

Please answer the following questions:

- A. What is the total estimated number of persons to be served by this program?
- B. What is the total estimated number of LMI persons to be served by this program?
- C. What is the anticipated percentage of LMI persons to be served by this program?

### 3. PERFORMANCE EVALUATION CRITERIA

The U.S. Department of Housing and Urban Development (HUD) requires recipients of federal funds to assess the productivity and impact of their programs. In response, The City of East Orange Division of Community Development has implemented a Performance Evaluation System. The System will help to quantify the effectiveness of programs and establish clearly defined outcomes.

Per HUD's requirements, all proposals must demonstrate how they would perform using this system should they receive funding.

Please note the following definitions specific to this system as you prepare your application and the chart on page 8. **YOU ONLY NEED TO SUBMIT THE CHART WITH YOUR PROPOSAL; YOU DO NOT NEED TO SUBMIT THE INSTRUCTION PAGES.**

#### **GUIDANCE FOR PERFORMANCE EVALUATION SYSTEM FORM**

The Performance Evaluation System Form is designed to provide the City and applicants with a concise description of how the proposed program will meet City goals of the Consolidated Plan and Neighborhood Strategy Areas and create desired change in citizens and the community. The information provided in this form will be used by reviewers to determine if your program should be funded.

Some general suggestions for completing this form:

- **It is very important that you do not “over-promise”** on what your program can realistically deliver. Do not program that you can start delivering services one week after your contract is finalized, if you need to hire and train staff. Be realistic about the time frame for implementation. Similarly, do not program serving 200 individuals if your staffing and budget simply will not enable you to do so. View this proposal as the beginning of a long-term relationship with a funding source. If you over-promise now, you will not be believed in the future. If your program is funded and you do not deliver on what you have programmed in this table, it is possible that your payments will be delayed, or the funds will be reprogrammed.
- **Be as specific and concise as possible.**
- Technical assistance on identifying and describing goals, outcomes and units of service will be provided at the February 10<sup>th</sup> CDBG Preliminary Application Workshop described elsewhere in this RFP.
- Should your program be funded, the Performance Evaluation System Form will be used as the data base for drafting your contract and as a framework for monitoring implementation of the program. Because your program accomplishments will be translated directly into the contract scope of work and into the reporting requirements that are part of the monitoring process, it is important that you are realistic about your estimates. Successful applicants will be provided technical assistance to identify data collection tools and procedures that verify outcomes.

Definition of Terms:

**Needs Statement** is a statement as to an unmet need within the City that is identified in this RFP under Section IV Community Development Needs from the Consolidated Plan.

**Program Goal** is a broad statement that describes what can reasonably be achieved by completing the program. Goals are generally directly related to the purpose of an organization and express that purpose concisely. Examples are:

- Increase access to legal services to individuals without financial resources
- Improve the quality of life of aging or physically impaired adults
- Improve access to nutritious food for low-income individuals/families
- Maintain housing stability for individuals/families at risk of homelessness/eviction
- Increase the affordable housing stock
- Create new job opportunities that pay a living wage
- Improve the employability skills of low-income individuals
- Place unemployed and under-employed individuals in living wage positions
- Increase/improve the literacy skills of adults

Applicant goals should be directly related to the Consolidated Plan. These are the objectives the City has developed through its community input and assessment process. It is important that your goals relate directly to the goals identified by the City.

**Proposed Activity** provides the means by which the City can evaluate the degree to which a contract is being fulfilled. To be of any use, these activities must be quantifiable and provide a level of specificity. It is important for each applicant to list the major activity that must be accomplished in order to implement the program. Activities will vary significantly depending upon the nature of the program, but could include hiring and training staff, recruiting clients, initiating specific program activities, etc. For many programs, developing clear definitions of units of service is extremely challenging, for others it is very simple. The following provides some examples of clear measurable activities:

- Hot lunch daily
- Tutoring session of ½ hours for 4 students
- Counseling session of 1 ½ hours for 20 couples
- Provision of free paint to 20 low-income senior East Orange residents
- Day of shelter for one low-income East Orange resident
- Half hour of legal counseling for a low-income East Orange resident
- Units of affordable housing (as defined by HUD)

For the purposes of preparing proposals, the City would like applicants to define as best they can the activities they propose to deliver and the number of those activities that will be provided. During the contract development phase, approved applicants will be assisted in refining the definitions and honing the programmed number of activities to be delivered.

**Expected Output** is more specific descriptions of what your program is intended to accomplish. It should be specific, time-limited, and measurable. Expected outputs describe the activities you propose to provide, or other tasks that you propose to undertake. The following are examples:

- To develop 20 units of affordable housing by December 20, 2023
- To distribute 100 nutritious meals weekly to low-income East Orange residents
- To conduct 6 four-week parenting training sessions for 8 families in each session
- To refer 250 families per month to appropriate health services

**Expected Outcome** describes the hoped-for effect of activities or other process objectives. They should be realistic and realizable within the timeframe of the grant. They are often evaluated on the basis of Client Satisfaction Surveys, which assess the degree to which clients or others (parents/teachers/probation officers/customers) consider that the expected outcomes have been met. The following are examples of expected outcomes:

- By June 30, 2022 the test scores of 20 participating students will have increased 10%
- 80% of clients will rate services as "very effective" or "effective."
- New residents of renovated affordable housing will rate the housing as "very satisfactory" or "satisfactory" in a survey of all new residents.
- Based after program completion. upon self-reporting, 40% of clients will remain clean and sober for six months
- 80% of clients receiving free paint/loans/housing mediation/legal services will rate service as "highly satisfactory". 50% will indicate that the service enabled them to remain housed, start their business, and resolve their legal problem.

It is important that the expected outcome can be measured. In completing the Performance Evaluation System Form, provide one expected output that relates to the services you would deliver, and one expected outcome that relates to the impact that program is expected to have on the community or person(s) benefiting from the activity.

**Deteriorating or Deteriorated Areas** are described as those areas where sufficient data has been collected to affirm that a significant percentage of the dwelling units in the given area have such disrepair and maintenance deficiencies as to warrant immediate action.

Examples would be:

1. 15 percent or more occupied rental units in dilapidated multiple dwellings;
2. 15 percent or more occupied rental units in multiple dwellings with three or more building defects; or
3. 15 percent or more occupied rental units with three or more maintenance deficiencies in multiple dwellings.

Furthermore, the inclusion of code enforcement activities funded by CDBG must also demonstrate that the investment made in the designated code enforcement areas will help stem the tide of deterioration. Code enforcement must be coupled together with other activities to arrest the decline in each area. A combination of code enforcement, city-supported emergency repairs, housing rehabilitation, economic development, or social service investments must be identified prior to funding the designated code enforcement areas to help stem the tide of abandonment and arrest the decline in the area.

# Performance Evaluation Form

<b>Program Name:</b>	<b>Sponsoring Agency:</b>
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**Needs Statement (relate to Consolidated Plan Needs):**

**Program Goal:**

**Proposed Activity:**

<b>Expected Output</b> <small>Number of persons served, jobs created, housing units rehabbed, etc.</small>	<b>Expected Outcome</b> <small>Direct results of the program/program</small>
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<b>FOR OFFICE USE ONLY:</b> ___ DH-1 ___ DH-2 ___ DH-3	___ SL-1 ___ SL-2 ___ SL-3	___ EO-1 ___ EO-2 ___ EO-3
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#### **4. ACTIVITY DESCRIPTION:**

Please answer the following questions in the space provided.

- A. Provide a detailed description of the proposed activity including how the activity will address the community need you have indicated. Identify whether the activity is new, ongoing, or expanded from previous years.
  
- B. Identify who will benefit from the proposed activity (*e.g. homeless, youth, seniors, disabled, et cetera*). If designed to benefit persons of L/M income, describe the process you will use to identify these persons and ensure that the activity meets this objective. (*An LMI certification form is included in the RFP Packet*).
  
- C. Identify the accomplishments you intend to achieve with this activity. Provide an activity timeframe/schedule (include start, completion dates, and other significant stages).

## 5. ORGANIZATIONAL CAPACITY

Please answer the following questions in the space provided.

- A. Provide an overview of your organization including length of time in existence. Attach a list of current officers and board members with terms.
  
- B. Describe your organization's experience in successfully conducting this type of activity. Identify any skills, current services, or special accomplishments that demonstrate your capacity for success.
  
- C. Identify the person(s) responsible for program and financial management of the activity. Identify all other persons involved in this activity noting whether these positions are current or new, pending this award.
  
- D. Identify any other agencies/partners in this activity and define the roles and responsibilities of these partners.
  
- E. Demonstrate that the proposed activity is economically feasible and can be implemented in a timely cost-effective manner within the proposed program year.
  
- F. Oftentimes programs that receive an award of CDBG funding are actually awarded less than the amount originally requested. This requires the submission of a revised budget and a description of how it will carry out the proposed activity with reduced funding prior to the commitment of any funding. Please indicate here whether your proposed activity could be undertaken with a reduced commitment of funding and if so, please highlight how that would affect the scope of services you are proposing.

**6. FINANCIAL**

The City encourages CDBG funds to be utilized as gap funding. A gap is defined as the amount of funding necessary to run a program after all other funding sources have been identified, thus leveraging is very important in the application process.

**ACTIVITY BUDGET**

Please answer the following questions in the space provided. You may reference and attach an additional page if necessary.

- A. Complete the Budget Summary chart. More detailed budgets may be attached (and are strongly recommended) in support of the proposal.
- B. Identify sources of leveraged funding for this activity. Include the status of these funds (i.e. cash on hand, grants received, planned fund-raising, etc.). Attach copies of funding commitment letters or other evidence of funding support.
- C. Leverage –Consideration will be given to the amount of non-CDBG funds committed to the program.

**BUDGET SUMMARY**

<b>Category Breakdown</b>	<b>CDBG</b>	<b>Leveraged Funds</b>	<b>Source of Leveraged Funds</b>	<b>Total Funds</b>
Personnel *				
Contractual Services (Specify)				
Shelter & Meals				
Communications				
Travel Van Transportation				
Other Specify: Ins & Liability				
<b>Total CDBG Request</b>				
<b>Total Other Funds</b>				
<b>Grand Total</b>				<b>\$</b>

\*NOTE: Please complete Budget Detail Chart on page 12 if personnel costs are included in your proposal.

**BUDGET DETAIL**

This section provides back-up for each line item shown in the Budget Summary Chart. Please make certain this detailed breakdown is consistent with the Program Budget. Round up to the nearest hundred.

Please note: A job description for each person must be provided.

**A Note about the Staff/Salary Breakdown:** Please show all proposed staff positions funded with CDBG funds that relate to the proposed activity. If multiple staff members have the same position/title, list separately (For example: Counselor 1, Counselor 2). Use an additional sheet if necessary. **You must submit job descriptions with your application for each position title identified below.**

Position Title	Is this a current or proposed position?	Annual Salary	Annual Fringe Benefits	Total Annual Salary	x	% Time Spent on this CDBG Program/Program	=	Total Position Cost Requested from CDBG
<b>Example:</b> Case manager	Current	\$25,000	\$5,000	\$30,000	x	40%	=	\$12,000
					x		=	
					x		=	
					x		=	
					x		=	
					x		=	

## A. THRESHOLD CERTIFICATION

In order for your application to be accepted, in addition to the application itself, your organization must submit the following items to the Division of Community Development **no later than 12:00 NOON on May 17, 2021.**

- An original application **with all questions completed** (including performance evaluation criteria and budgets) along with 2 copies that are clipped [not bound] of the completed application. *(Only the original must include the requested support documents such as the articles of incorporation and the current list of your Board of Directors.)*
- The following attachments/certifications (Nonprofits and businesses only):
  - Articles of Incorporation
  - Current List of Board of Directors
  - Certified Organization Audit/Financial Statements of most recent year
    - a. Copy of OMB A-133 Audit (Required if \$300,000 in aggregate Federal funds expended), or
    - b. Financial statements audited by a CPA (only if not qualified for A-133), or
    - c. Profit and Loss Statement for most recently completed fiscal year and General Ledger printout (only first-time applicants or those who do not meet above criteria may submit)
  - IRS 501(c)(3) Designation Letter (Pending letters will not be accepted)
  - Current Fiscal Year Agency Budget, including all funding sources
  - Job Descriptions
- An Executed Statement of Applicant Form.
- An Executed Signature Authorization Form.

**I hereby confirm that this packet contains all materials required.**

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Signature and Printed Name  
Authorized Signer

## **B. STATEMENT OF APPLICANT**

The undersigned acknowledges the following:

1. That, to the best of its knowledge and belief, all factual information provided is true and correct and all estimates are reasonable.
2. That no revised proposals/applications may be made in connection with this application once the deadline for applications has passed.
3. That the City of East Orange may request or require changes in the information submitted, and may substitute its own figures, which it deems reasonable for any or all figures provided. That the applicant will participate in required interview for program assessment and cooperatively assist in the review process.
4. That, if the program(s) is recommended and approved by the Mayor and City Council, the City reserves the right to reduce and/or cancel the allocation if federal entitlements are cancelled, reduced, or rescinded.
5. The City of East Orange reserves the right not to fund any submittals received.
6. By submission of this application, the organization agrees to abide by the federal regulations applicable to this program.
7. That, if the program(s) is funded, the organization agrees to abide by the City's locally established policies and guidelines
8. That past program and financial performance will be considered in reviewing this application.
9. That services are to be provided at no cost to citizens during the grant period. All program income (i.e.: fees, repayments, foreclosures, etc.) must be remitted to the City.
10. That, if the program(s) is funded, the City or a designated agency may conduct an accounting system inspection to review internal controls, including procurement and uniform administrative procedures, prior to issuance of payments for programmed expenditures.
11. That, if program(s) is funded, the City will perform an environmental review prior to the obligation of funds.
12. That, if a program is funded, a written agreement that includes a statement of work, records retention and reporting, program income procedures, local and federal requirements, circumstances that would trigger grant suspensions and terminations, and reversions of assets would be required between the organization and the City.
13. That a program's funding does not guarantee its continuation in subsequent action plans.
14. Provide written signatory authority from the organization's governing body indicating who can execute contracts and amendments on its behalf

Statement of Applicant continued on following page.

include staff members serving on the Board of Directors, staff members' families serving on the Board of Directors, and other matters that may give the appearance of a conflict of interest.

**PENALTY FOR FALSE OR FRAUDULENT STATEMENT**

U.S. Code Title 18, Section 1001, provides that a fine of up to \$10,000 or imprisonment for a period not to exceed five years, or both, shall be the penalty for willful misrepresentation and the making of false, fictitious statements, knowing same to be false.

By signature below, the applicant acknowledges the above in its name on this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Name of Organization

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Title)

**C. SIGNATURE AUTHORIZATION FORM**

The Board of Directors of \_\_\_\_\_ does hereby resolve that on \_\_\_\_\_ (*Date*), the Board reviewed the Application for Community Development Block Grant Funds to be submitted to the City of East Orange Division of Community Development for funding consideration for the fiscal year **2021** and in a proper motion and vote approved this application for submission.

The Board further certifies that the organization making this application has complied with all applicable laws and regulations pertaining to the application and is a non-profit organization, tax-exempt and incorporated in the State of New Jersey.

\_\_\_\_\_ (*Name of organization requesting CDBG funds*) hereby proposes to provide the services or program identified in the Scope of Services in accordance with this application for Community Development Block Grant Funds. If this application is approved and this organization receives CDBG funding from the City of East Orange, this organization agrees to adhere to all relevant Federal, State and local regulations and other assurances as required by the City. Furthermore, as the duly authorized representative of the organization, I certify that the organization is fully capable of fulfilling its obligation under this application as stated herein.

I further certify that this application and the information contained herein are true, correct and complete.

I also authorize the following person(s) to have signatory authority regarding this grant:

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
President/Board of Directors (or another authorized person)

\_\_\_\_\_  
Date

**PENALTY FOR FALSE OR FRAUDULENT STATEMENT**

U.S. Code Title 18, Section 1001, provides that a fine of up to \$10,000 or imprisonment for a period not to exceed five years, or both, shall be the penalty for willful misrepresentation and the making of false, fictitious statements, knowing same to be false.