



Commissioner Kevin L. Boyce • Commissioner Marilyn Brown • Commissioner John O'Grady
President

Franklin County, Ohio Comprehensive Strategy to Mitigate Poverty

Request for Proposals

January 12, 2018

Background

The Franklin County Board of Commissioners seeks proposals for development of a county-wide poverty assessment and strategic plan. Work will include a review of current national poverty mitigation trends and methodologies, local projects and initiatives, facilitation of a county-wide steering committee appointed by the Board of Commissioners, branding and completion of the strategic plan.

Franklin County, Ohio (www.franklincountyohio.gov) is the largest county in Ohio with a diverse population of more than 1,300,000 residents. The County, in accordance with the Ohio Revised Code, is governed by three elected County Commissioners. The County Administrator is the highest unelected post in county government and leader of 13 county agencies with more than 1,400 employees and oversees the County's annual \$1.5 billion budgeting process for 35 agencies.

The current poverty rate in the county is 16.7%; nearly 33% for African Americans and 25% for children, with similar inequalities among New Americans, Somalis, Latinos and other disadvantaged groups. The Board of Commissioners is responsible to the residents for the delivery of human services, and funds workforce and economic development programs for the county's most vulnerable populations. Consequently, the Board desires to develop and implement a comprehensive strategy that elevates the urgent need to mitigate local

poverty by convening stakeholders to co-create community-wide innovations that improve economic mobility, family stability, and equitable access to opportunity across Franklin County.

Scope of Work

The selected team will create a detailed work plan; collect data and research, including promising practices and models from other communities; perform data analysis where appropriate; advance advocacy strategies; create a successful plan development process; create a visual identity for the initiative; develop messaging and communications strategies; coordinate the steering committee and related subcommittees (organizational management); complete the strategic plan; and implement adoption and county-wide roll-out strategy. The selected consultant team will be responsible for managing and facilitating steering committee presentations and communications (e.g. Agendas, PowerPoint presentations, meeting notes etc.) and weekly project management updates.

Deliverables will include a detailed work plan which will be finalized within 10 days of notice to proceed; summaries of data research/analysis and plan development process best practices; at least three (3) options for visual brand identity; a completed and vetted plan with recommendations for innovative solutions for poverty mitigation.

Proposal Submission

The successful policy consulting team will: be diverse; be knowledgeable of the collective impact methodology; demonstrate success in community consensus-building and managing multiple groups of stakeholders with varied and sometimes competing interests by implementing effective, best practice engagement techniques; demonstrate success developing plans and strategies that systematically address social community issues like poverty and income inequality for comparable communities.

A qualified team should have no less than five years' experience working in human services and community and economic development sectors. Responsive proposals will include evidence of previous direct engagements facilitating discussions about the causes and impacts of poverty as well as experience in both quantitative and qualitative social sciences and poverty research. The selected prime organization or lead proposer must demonstrate the capacity to coordinate, perform certain administrative activities, and serve as a fiscal agent for the consulting team. Nationally-based teams or consultants headquartered outside Franklin County should consider including local expertise where applicable.

In addition to demonstrating the above criteria, submissions will include a high-level work plan (to be detailed upon notice to proceed) and pricing. Responders should note that while pricing is a component of evaluation it is not solely determinative of award.

Questions regarding this RFP shall be submitted in writing to Keena Smith at the above email address no later than 12:00pm (noon, Eastern Standard Time) on January 31, 2018. The county will reply to all questions by close of business on February 7, 2018. Answers will be posted to the Franklin County Purchasing webpage at <https://purchasing.franklincountyohio.gov/>.

Proposals may be submitted electronically in Microsoft Word or by PDF to Keena Smith, Deputy County Administrator, by email to: KMSmith@FranklinCountyOhio.gov by no later than 12:00pm (noon, Eastern Standard Time) on Monday February 26, 2018. Proposals must be no more than 30 pages (15 pages, if double-sided) in length on 8.5 x 11 paper, no less than 12pt font, at least 1.5 line spacing. Team member resumes and three (3) references can be included in an appendix and will not count toward the 30 page limit.

If hard copies are submitted, please submit five (5) copies using 3-ring binders by 12:00pm (noon, Eastern Standard Time) Monday, February 26, 2018 to:

Keena M. Smith
Franklin County Deputy Administrator
373 S. High St., 26th Floor
Columbus, OH 43215

Any proposals submitted by email after 12:00pm (noon, Eastern Standard Time) on Monday, February 26, 2018 will not be accepted. Any hard copy proposals submitted after 12:00pm (noon, Eastern Standard Time) on Monday, February 26, 2018 will not be accepted. Proposers should select one method of submittal. If both methods are used, the response received earliest will be evaluated, with the response received later discarded.

The Board of Commissioners may request live presentations from selected proposers.

The Board of Commissioners desires to begin work in March of 2018 for an anticipated duration of six months from notice to proceed.

Franklin County's standard consulting contract will be utilized for this procurement.

The Board of Commissioners reserves the right to decline to make an award on this scope of services solely at their discretion.



Ohio Association of
Community Action Agencies

2016 STATE OF POVERTY A PORTRAIT OF OHIO FAMILIES

Appendix

Geography of Poverty, *continued*

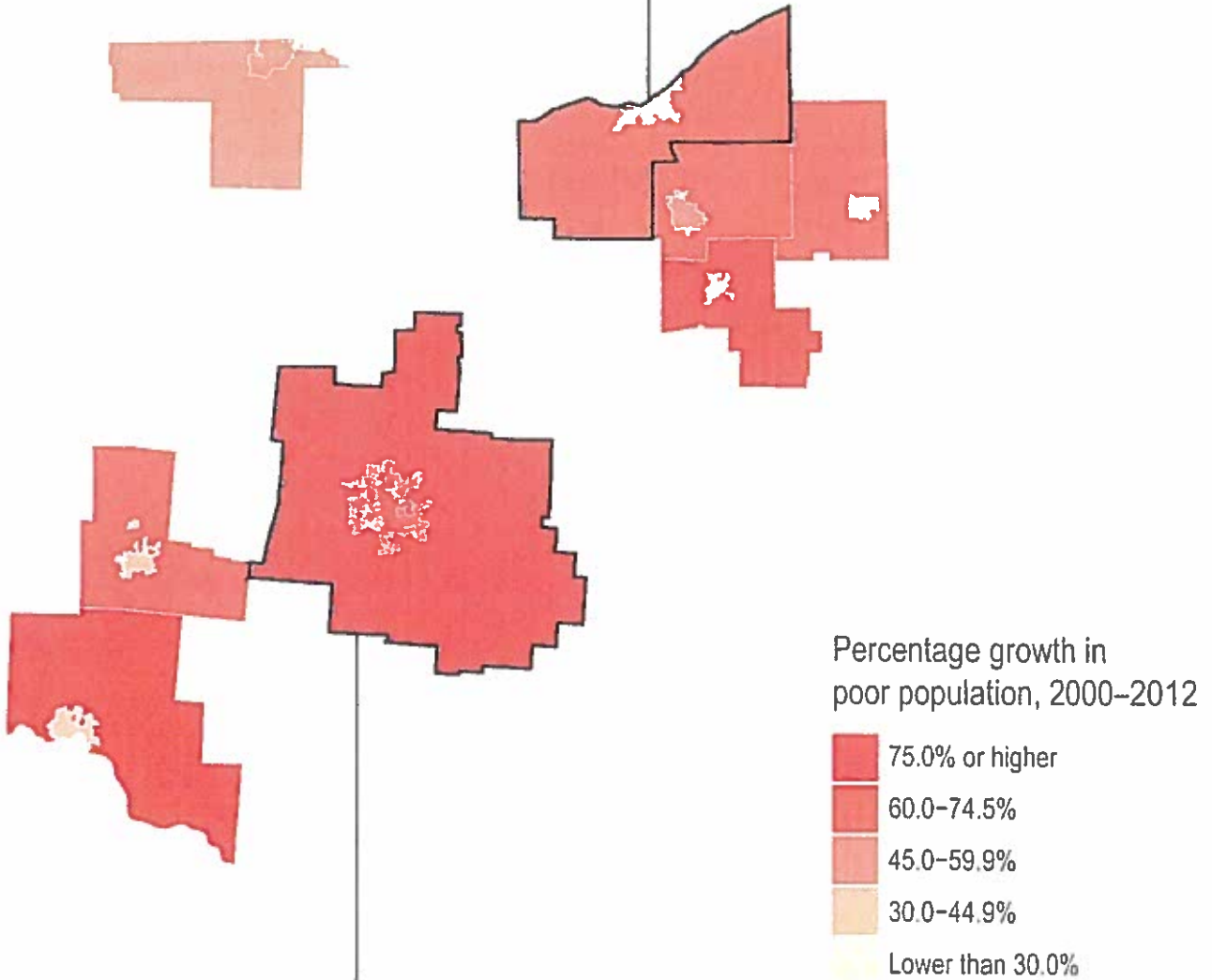
Table 10. Population, poverty rates, and other measures of economic need, Ohio counties, *continued*

	Franklin	Fulton	Gallia	Geauga	Greene
Population and population change					
1 Total population, 2015	1,251,722	42,537	30,142	94,102	164,427
1 Percentage minority population, 2015	34.9%	10.4%	6.4%	4.4%	16.0%
1 Population change, 2010-2015	+85,426	-79	-943	+684	+2,819
1 Percentage population change, 2010-2015	+7.3%	-0.2%	-3.0%	+0.7%	+1.7%
Individual poverty rates					
2 Population in poverty, 2015	208,972	3,573	6,349	6,298	19,772
2 Overall poverty rate, 2015	17.1%	8.5%	21.7%	6.7%	12.7%
2 Child (under age 18) poverty rate, 2015	24.5%	12.4%	32.4%	8.8%	16.2%
3 Senior (age 65 and older) poverty rate, 2015	8.4%	6.6%	12.5%	5.2%	6.7%
3 White (non-Hispanic) poverty rate, 2015	11.6%	9.0%	20.6%	7.2%	11.6%
3 Black/African American poverty rate, 2015	32.5%	38.8%	37.5%	26.4%	30.9%
3 Asian poverty rate, 2015	14.3%	N	N	5.5%	15.3%
3 Hispanic/Latino (of any race) poverty rate, 2015	28.2%	24.8%	11.4%	10.5%	21.5%
Family poverty rates					
3 Families in poverty, 2015	35,804	906	1,321	1,263	3,816
3 Family poverty rate, 2015	12.8%	7.6%	16.1%	4.8%	9.0%
3 Married couples with related children in their care, poverty rate, 2015	7.9%	7.5%	14.0%	3.2%	6.6%
3 Single women with related children in their care, poverty rate, 2015	41.3%	35.5%	62.8%	33.1%	44.5%
Other measures of economic need					
3 Percentage of population below 50% FPL, 2015	8.5%	4.7%	7.1%	2.4%	7.0%
3 Percentage of population below 200% FPL, 2015	34.9%	25.6%	44.0%	22.1%	27.6%
2 Median household income, 2015	\$53,939	\$58,782	\$38,738	\$76,315	\$61,250
4 Probability a child raised in the bottom fifth rose to the top fifth, 1980-2012	3.6%	11.4%	6.3%	10.0%	4.8%
4 Probability a child raised in the bottom fifth stayed in the bottom fifth, 1980-2012	41.8%	22.9%	37.7%	18.9%	38.8%
5 Child food insecurity rate, 2014	21.8%	20.8%	26.6%	19.2%	21.9%
5 Percentage of children who are both food insecure and ineligible for food assistance, 2014	7.6%	6.9%	5.6%	6.9%	8.5%
6 Percentage of public school students K-12, free or reduced-price lunch, 2016	37.6%	34.7%	55.5%	17.9%	30.8%
7 Percentage of population receiving SNAP benefits, 2015	13.8%	10.9%	20.6%	12.2%	12.6%
8 Percentage of population who are enrolled in Medicaid, December 2014	26.3%	18.8%	35.2%	9.4%	16.1%
3 Percentage of population with no health insurance, 2015	11.6%	5.6%	13.2%	11.2%	6.9%
9 Unemployment rate, 2015	4.1%	4.9%	6.5%	4.0%	4.4%
10 Percentage of households receiving HEAP benefits, 2015	7.7%	6.4%	17.2%	3.3%	5.1%
3 Percentage of renters cost-burdened, 2015	44.5%	38.1%	34.8%	37.1%	43.8%
3 Percentage of owners cost-burdened, 2015	23.6%	20.2%	21.6%	23.8%	19.1%


Sources: (1) U.S. Census Bureau, Population Estimates; (2) U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE); (3) U.S. Census Bureau, American Community Survey (ACS); (4) Equality of Opportunity Project; (5) Feeding America, Map the Meal Gap; (6) Ohio Department of Education; (7) Ohio Department of Job and Family Services, Public Assistance Monthly Statistics; (8) Ohio Department of Medicaid, Medicaid Expenditures and Eligibles Report; (9) U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics; (10) Ohio Development Services Agency.

Notes: The first column identifies the source of the data by number. For (3), Ohio numbers and percentages represent 2015 ACS one-year estimates, whereas all county numbers and percentages represent 2011-2015 ACS five-year estimates. For county poverty rates by race, ethnicity, and family type, data are suppressed here if the denominator is less than 100 individuals, as indicated with the letter "N." For (4), probabilities are based on the current family income of a cohort of adults born between 1980 and 1982 whose family income 30 years ago was in the bottom quintile of the national income distribution at that time. State-level probability is derived by weighting county-level probabilities based on annual birth data from the U.S. Census Bureau. For (6) includes applications at traditional schools only. For (7) Defiance and Paulding were listed together in the dataset so the same percentage was applied to both counties.

Since 2000, Cleveland's suburban poor population has grown **6** times faster than the city's



Since 2000, the City of Columbus and its suburbs have seen poverty grow **68%** and **126%** respectively—the fastest growth rates of urban and suburban poverty in Ohio



A single parent with two children
must work
109 hours per week
to reach
self-sufficiency
at minimum wage.

Do the math
168 hours in a week

work -109 hours

sleep -56 hours



3 hours
remaining for
everything else

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