

**Issuance Date: September 22, 2009**  
**Closing Date: October 31, 2009**  
**Re: Chevron Richmond's "Economic Self-Sufficiency Program"**

Chevron invites proposals from qualified and responsible 501(c)(3) organizations to design and implement the project described in Section A, Project Description, of this Request for Proposal (RFP).

Subject to the availability of funds, Chevron intends to award between five and ten grants, totaling \$1 million. Chevron reserves the right to fund any or none of the proposals submitted.

This RFP consists of this cover letter and the following:

1. Section A – Project Description
2. Section B – Proposal Instructions
3. Section C – Evaluation and Selection Process

If your organization decides to submit a proposal, the proposal must be received by 5:00 pm PST on October 20, 2009 and delivered to the address below.

**Heather P. Kulp**  
**Community Engagement Manager**  
**Chevron Products Company**  
**841 Chevron Way**  
**Admin 202**  
**Richmond, CA 94801**

A cover letter accompanying the proposal must include the organization's primary point of contact and that individual's telephone number and email address. Bidders must submit the entire proposal at once.

Issuance of this RFP does not constitute a commitment on the part of Chevron to make an award. Proposals are submitted totally at the risk of the bidder. Under no circumstances does this document or any proposal in response to this document commit Chevron to pay for costs incurred in the preparation and submission of a proposal. In addition, final award of any resultant grant cannot be made until funds have been fully appropriated, allocated, and committed through internal Chevron procedures.

Any questions concerning this RFP should be submitted in writing to Heather Kulp, at [Heather.Kulp@chevron.com](mailto:Heather.Kulp@chevron.com). We look forward to receiving your application.

Sincerely,  
Heather P. Kulp  
Manager, Community Engagement

## **SECTION A: PROJECT DESCRIPTION**

This “Project Description” contains the following sections to provide guidance for bidders in the preparation of their proposals:

- I. Background
- II. Project Framework
- III. Statement of Work

### **I. BACKGROUND**

#### **A. The Chevron Way**

Chevron is committed to conducting its business in a socially responsible and ethical manner. We respect the law, support universal human rights, protect the environment, and benefit the communities in which we work. We are an energy company that believes the most powerful form of energy is human energy, and that human energy attains peak performance through the collaboration of informed stakeholders. We thus welcome your organization’s interest in joining us in our efforts to increase the economic self-sufficiency of West Contra Costa families.

#### **B. Chevron in Richmond**

The Chevron Richmond Refinery is committed to making social investments that will expand economic development and improve social well-being through capacity building and community investment. The primary objectives of our social investment programs are to:

- Contribute to improving public safety by providing alternatives for at-risk youth;
- Build better futures by expanding access to education and training, especially for youth; and
- Improve livelihoods through the development of micro, small and medium enterprises.

We also support programs that help strengthen Richmond’s social safety net and strengthen civic engagement.

Chevron believes that the most powerful form of energy is human energy and that human energy attains peak performance through partnership and stakeholder engagement. We thus welcome your organization’s interest in partnering with us to contribute to the continued growth of the Richmond area as a vibrant place to live and work.

#### **C. Project Context**

In West Contra Costa County, one out of every five people lacks a high-school degree. Nearly half of Richmond residents speak a language other than English at home, and nearly a quarter of the city’s residents speak English “less than very well.” Unemployment in the area, always higher than the national average, has now reached nearly 20%, with approximately 9,000 of Richmond and San Pablo residents currently unemployed.

The labor market in West Contra Costa historically has had a strong concentration of construction industry jobs, an industry that has been heavily impacted by the economic downturn. This has lead to even more job seekers in the market.

West Contra Costa residents seeking economic self-sufficiency face a number of obstacles, including:

- o Lack of English language skills
- o Lack of high education
- o Lack of job skills
- o Lack of job search and interview skills
- o Lack of access to affordable financial services and products
- o Lack of connections to successful peers and/or business connections

Small businesses have long been an engine of economic growth for American communities. In fact, on the national level, small businesses employ half of all private sector employees and have generated over 92% of the net new jobs in the U.S. between 1989 and 2003.<sup>1</sup> There are a number of entrepreneurial residents in Richmond, who want to start or improve their small businesses. However, these businesses need assistance navigating the complex laws and procedures governing small businesses, developing workable business plans and improving the skills necessary to survive in today’s complex economic climate. Supporting small businesses in Richmond and West Contra Costa offers a way to help drive economic development in the region, offering opportunities for employment for local residents, ultimately helping to increase the economic self-sufficiency of local residents.

## II. PROJECT FRAMEWORK

Chevron is Richmond has developed a Strategic Framework, outlining our intended goals and objectives for the West Contra Costa County area. As part of the project proposal, applicant organizations are expected to demonstrate how their proposed project will help Chevron achieve the following and how they will demonstrate this achievement:

<b>Goal: Increase the economic self-sufficiency of West Contra Costa families</b>	
<p><b>Objective #1:</b> Economic Development: Richmond/West County residents benefit from increased access to high quality vocational education</p> <p><b><u>Result #1:</u></b> Beneficiaries are able to gain employment that increases their income</p> <p><b><u>Metrics:</u></b> # of students benefiting # of students obtaining full-time employment (within 6 months)</p>	<p><b>Objective #2:</b> Capacity Building: To improve livelihoods through micro, small and medium enterprise development</p> <p><b><u>Result #2:</u></b> New jobs created as a result of new business start-ups or existing business expansion</p> <p><b><u>Metric:</u></b> # of jobs created</p>

<sup>1</sup> [http://www.nsba.biz/docs/importance\\_of\\_small\\_business.pdf](http://www.nsba.biz/docs/importance_of_small_business.pdf)

Given Chevron's location in Richmond, we are seeking proposals that specifically target Richmond residents, especially those in fence-line neighborhoods, with a secondary focus on residents residing in other West County communities. Applicants will be expected to demonstrate how they are reaching out to this target group.

### **III. STATEMENT OF WORK**

The selected organizations will assist Chevron and local stakeholders to achieve the desired project result defined in Part II above. Successful proposals will become the project description of the grant award.

#### **A. Period of Performance**

Funding for the project will span one year.

### **SECTION B: PROPOSAL INSTRUCTIONS**

"Proposal Instructions" contains the following sections to provide guidance to bidders in the preparation of their proposals:

- I. General Conditions and Instructions
- II. Specific Instructions for Technical Proposal
- III. Additional Provisions to be Addressed in Technical Proposal
- IV. Specific Instructions for Cost Proposal

#### **I. GENERAL CONDITIONS AND INSTRUCTIONS**

##### **A. Submission of Proposals**

1. All proposals shall be submitted in hard copy in a sealed envelope addressed to **Heather P. Kulp, Manager, Community Engagement, at 841 Chevron Way, Admin 202, Richmond, CA 94801**. The envelope shall have the name and address of the bidder in the upper left corner of the envelope. No envelopes will be accepted at the Guard Booths at the Refinery entrances.
2. Any proposal received after 5:00 pm on October 30, 2009 shall not be considered.
3. Technical Proposals must be in English and typed on standard 8½- by 11-inch paper, single-spaced, with each page numbered consecutively. Proposals shall be limited to 10 pages exclusive of required annexes for the budget, project logical framework, preliminary work plan, monitoring plan, and résumés of key staff. There is no page limit on required annexes. Conciseness and reader-friendly graphics, however, are encouraged.

4. Bidders may also include, as attachments, any supporting documents. Attachments should be limited. Attachments perceived as efforts to circumvent the page limit on the main body of the Technical Proposal will be disregarded.

#### **B. Grant Award**

1. Chevron intends to award a grant resulting from this RFP to the responsible bidder whose proposal represents the best value in accordance with the selection criteria described in Section C, "Evaluation and Selection Process."
2. Chevron may reject any or all proposals if such action is deemed in Chevron's interest.
3. Chevron may, at its discretion, waive or disregard informalities and minor irregularities in proposals received.
4. Exchanges with bidders after receipt of a proposal do not constitute a rejection or counteroffer by Chevron.

#### **C. Pre-Award Audits/Surveys and Discussions/Negotiations**

1. Chevron reserves the right to conduct a pre-award audit/survey, which may include but may not be limited to: (a) interviews with individuals to establish their ability to perform grant duties under project conditions; (b) a review of the bidder's financial condition, business and personnel policies and procedures, etc.; and (c) site visits to the bidder's institution.
2. Chevron may, if it so chooses, evaluate proposals and award a grant without discussion with applicants. At the same time, Chevron reserves the right to conduct discussions and further negotiations, and to request "best and final" offers, for the determination of a final grant award if it deems necessary.

## **II. SPECIFIC INSTRUCTIONS FOR TECHNICAL PROPOSALS**

The Technical and Cost proposals are evaluated by a Proposal Evaluation Committee in accordance with the evaluation criteria found below. The Technical Proposal, along with the Budget, are the major considerations in the award of the grant. Therefore, the proposal should be specific, complete, presented concisely and responsive to the instructions contained herein. Bidders are advised that lack of completeness or superficiality of the proposal may constitute grounds for excluding it from consideration.

Technical Proposals shall respond to the elements of the following outline. In the proposal, elements may be re-ordered if it helps the bidder to strengthen its proposal, but all elements must be addressed. The main body of the proposal shall be no longer than 10 pages. Length of annexes is at the bidder's discretion, but conciseness is encouraged.

## **A. Executive Summary**

## **B. Technical Approach**

1. **Context:** A demonstration of the bidder's understanding of the project context.
2. **Strategic Plan:** A description of how the bidder will achieve the project result and sub-results, including a discussion of the philosophical underpinnings of the applicant's approach; proposed activities, desired outcomes and proposed metrics (indicators) of progress and success; and an analysis describing why the bidder is confident its strategic plan will achieve the project result.
3. **Exit Strategy:** A plan for sustainability of the benefits of the project after Chevron's funding has ended.

## **C. Capacity to Implement the Project**

1. **Introduction to the Institutional Partner(s) on the Implementation Team:** One paragraph descriptions of each of the institutional member(s) of the implementation team.
2. **Past Performance:** A review of the organization's and partner (s) experience on similar projects elsewhere, along with the names of two references for each project.
3. **Lessons Learned:** A discussion of lessons the bidder and its partner(s) have learned in implementing similar projects elsewhere that are relevant to the project.
4. **Introduction to Key and Other Noteworthy Personnel on the Implementation Team:** Résumés of key personnel should be included in an annex. In this introduction section, bidders will highlight the special expertise, skills, experience, etc. the organization believes it brings to the project."

## **D. Management Plan**

1. **Activity Plan:** A plan of sequential actions that will be used to achieve the overall project goals and objectives.
2. **Partnerships:** A written review of the agreed-upon arrangements (that is, respective roles and responsibilities, coordination mechanisms) for implementing partner(s) and, if other partners are anticipated in the future, a description of how partners will be identified and recruited. Collaboration between multiple organizations is favored, provided that roles and responsibilities are clearly spelled out in the proposal

3. **Stakeholders:** The identification of institutional stakeholders, including players along the value chain; government organizations; any other non-profit organizations; and others, and a description of how the bidder will involve them in the implementation of the project.

#### **E. Annexes**

1. **Project Logical Framework:** Bidders may provide their own diagram or matrix summarizing the design of the project approach.
2. **Tentative Work Plan:** a work plan for the year.
3. **Draft Monitoring Plan:** The proposal *must* include a draft monitoring plan.
4. **Résumés of Key Personnel**
5. **Communication Plan:** The application should detail how it will communicate Chevron's donation.
- F. **Attachments:** This is the bidder's opportunity to add other supporting material that it believes is useful to the Proposal Evaluation Committee. Supporting materials may not be used to circumvent the page limit of the Technical Proposal.

### **III. ADDITIONAL PROVISIONS TO BE ADDRESSED IN TECHNICAL PROPOSAL**

#### **A. Semi-Annual Progress Reports**

The bidder must confirm its willingness to submit a 6-month progress and financial reports to Chevron. These reports describe overall performance according to a set of pre-determined metrics developed in coordination with Chevron, highlight progress, note under-achievement of targets and significant budget variations, discuss challenges and alternative solutions to address operational constraints, propose any recommended changes to the work plan and provide information on cumulative and quarterly accrued expenditures, cumulative actual expenditures, and projected quarterly expenditures. Each progress report will also contain at least one success story. Organizations are allowed to have between 5-7% of its total budget devoted to monitoring and evaluation.

#### **B. Branding**

The bidder must confirm its willingness to adhere to Chevron branding policies.

#### **C. Targeted Communities**

The following communities are served by this project: a primary focus on Richmond, with other West Contra Costa County communities as a secondary focus.

#### **D. Partnerships**

Bidders are encouraged to prepare and submit proposals in partnership with other organizations that bring complementary expertise to the project.

#### **IV. SPECIFIC INSTRUCTIONS FOR BUDGETS**

The Budget is evaluated with the Technical Proposal. As such, it should be included in the main document. It is not counted against the 10 pages allowed for the Technical Proposal. Total budget requests must be a minimum of \$50,000 for the year up to a maximum of \$250,000. Only 5% of the total budget can be used for Overhead or Administrative costs.

The Budget must provide a line item budget that sets forth the basis for estimated costs that are proposed to be expended in furtherance of the work to be conducted under the grant. The Budget must describe how the bidder is defining the line items in its proposed budget.

It is recognized that it may be difficult for the bidder to project actual needs and costs. Accordingly, estimates based on assumptions are acceptable. However, the bidder must, in a clear way, indicate the assumptions on which the estimate is based in order to permit the Proposal Evaluation Committee to determine whether estimated costs are fair and reasonable, necessary, allowable, allocable and realistic.

The bidder must remain in compliance with local labor, taxation and other laws throughout the execution of the grant.

As monitoring and evaluation (M&E) is important to Chevron, up to 7% of the total budget may be used to conduct M&E activities.

#### **SECTION C: EVALUATION AND SELECTION PROCESS**

The Evaluation and Selection process contains the following sections to provide guidance to bidders in the preparation of their proposals:

- I. General Information
- II. Guiding Principles and Values
- III. Selection Criteria

##### **I. GENERAL INFORMATION**

This section outlines the basic principles bidders should be aware of before preparing and submitting their proposals and the selection criteria that applies to all proposals.

Chevron intends to award a grant to the bidders whose proposal represents the best value to Chevron as compared with the stated project result within the available funding level. Proposed approaches may deviate from the approaches inferred by the project sub-results and metrics in Section A above, which are only illustrative, but changes must be justified in the proposal and contribute obviously and directly to the stated project result. Proposed approaches must reflect a strong understanding of the context, and the Proposal Evaluation Committee must be convinced of their attainability. A clear plan with a comprehensive, easy-to-track budget must be presented.

## II. SELECTION CRITERIA

Bidders are scored by a five-person Proposal Evaluation Committee (PEC). The PEC rates proposals based on the criteria and possible scores listed below.

### **Technical Proposal** **\*80 Points**

#### ***Project Approach*** 20 Points

- Bidder's understanding of context
- Quality of project strategy compared to achievement of project result
- Responsiveness to cross-cutting themes

#### ***Bidder Capacity*** 18 Points

- Extent to which bidder has successfully implemented similar projects elsewhere
- Extent to which bidder can articulate and, in proposal, apply lessons learned from past experience

#### ***Proposed Key Personnel*** 17 Points

- Past technical and/or managerial experience relevant to project
- Past geographic experience relevant to project
- Language skills relevant to project

#### ***Management Plan*** 15 Points

- Clarity of plan for interacting with partners, counterparts and stakeholders
- Quality of work plan
- Quality of monitoring and evaluation plan

#### ***Exit Strategy*** 10 Points

- Strategies for building local ownership of project interventions
- Strategies for building capacity in relevant local organizations/institutions
- Success elsewhere in leaving behind a self-sustaining stream of benefits

### ***Budget*** **20 Points**

- Clarity of budget presentation
- Level of cash or in-kind contributions from bidder and partners
- Only 5% of the budget costs can be used for overhead or administrative fees

\*Up to five (5) bonus points can be awarded to projects that demonstrate a strong commitment to the green economy and/or collaboration.