#### CITY OF NEW ORLEANS

##### LaToya Cantrell, Mayor

**Office of Economic Development**

**Economic Mobility in Motion: Moving New Orleanians Forward**

**NOFA Application Packet**

**CITY OF NEW ORLEANS**

**Office of Economic Development**

**1340 Poydras St, Suite 1800**

**New Orleans, Louisiana 70112**

NOFA Application Packet

**Summary:** The City of New Orleans seeks to utilize a portion of its American Rescue Plan Act (ARPA) award to support community-based organizations in developing programs that increase financial stability, promote economic mobility, and support asset-building that leads to a decrease in poverty, stress, and violent crime. A total of $5,000,000 is available to be awarded to an estimated 6-10 programs over three years.

**Informational Session Meeting:**

A **virtual meeting** will be held on **November 1, 2023, at 2:00 PM CDT** to answer general questions related to this NOFA and accompanying application. Call-in information will be circulated prior to the meeting. You may submit questions in advance of the meeting to Courtney Stuckwisch Wong at [castuckwisch@nola.gov](mailto:castuckwisch@nola.gov).

Register for the virtual informational meeting: <https://us06web.zoom.us/meeting/register/tZUvc-ipqT8qGN3Zl7TT0CsksKalbhxn5oqm>

**Due Date**: An electronic copy of a completed application must be submitted to the City of New Orleans’ Office of Economic Development (OED) **via email to castuckwisch@nola.gov** by **November 21, 2023, no later than 5:00 PM CDT.**

**Format:** Use this packet as your grant application submission. When replying to prompts in each box, please use **Calibri, 12-point font size** to facilitate reading by scorers. Word limits for individual questions have not been established, but the applicant’s completed packet (this document) **should not exceed 20 pages total**. This application packet is available at <https://nola.gov/economic-development/>. The City of New Orleans Office of Economic Development will not make copies of any applications**.**

**Proposals must be complete at the time of submission.** No addenda will be accepted after the deadline date for submission of proposals. Under no circumstance should an applicant leave a proposal at or mail a proposal to the City of New Orleans Office of Economic Development.

**Application:** The following must be included with proposal for consideration:  
1. Application Packet (this document) in Word (.doc) or PDF (.pdf)  
 A. Project Narrative  
 B. Budget Narrative

2. Documents as separate files

A. Detailed Program Budget in Excel Document (.xls or .xlsx)

B. Most recent 990

C. Most recent financial statement

D. Audited financial statement, if applicable

E. Resumes of existing staff who will support the program, if applicable

**Application and Funding Details**

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| **# of Awards** | 6 - 10 |
| **Award Duration (projects must end by EOY 2026)** | 12 - 30 Months |
| **Award Range** | $250,000 - $1,000,000 |
| **Project Start Date** | Q2 2024 |

**NOFA Proposal Timeline:**

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| **Tasks** | **Description** | **Dates** |
| 1 | NOFA Announced | October 11, 2023 |
| 2 | NOFA Informational Session for Applicants | November 1, 2023 at 2pm |
| 3 | NOFA Responses Due | November 21, 2023 |
| 4 | Selection of Subrecipients Announced | December 2023 |
| 5 | Prepare and Execute Subrecipient Agreements for Awardees | Q1 2024 |
| 6 | Program Commencement | Q1/Q2 2024 |
| 7 | Program Implementation with Quarterly Subrecipient Reporting | 2024-2026 |
| 8 | Final Reporting from Subrecipients Due | 2026 |
| 9 | Prepare Final Report for ARPA Funding Utilization | Q3/Q4 2026 |
| 10 | Dissemination of Evaluation Findings from Subrecipient Projects | Q4 2026-Q1 2027 |

**NOFA Project Detail:**

Research shows that increased financial security leads to well-being by reducing stress, food insecurity, and housing insecurity. There are several local and national non-profits who have existing programs in asset building, credit and financial counseling, soft skills, and access to banking and other critical needs to alleviate poverty and provide for generational wealth-building. This funding will be leveraged to reach and serve several thousand New Orleanians and could lead to a significant impact on crime and poverty.

The Economic Mobility Program will deploy up to $5 million of American Rescue Plan Act (ARPA) funds with the goal of reaching 2,500 low- to moderate-income (LMI) participants beginning on in 2024. Funds must be expended by 2026. Multiple large grants will be allocated through a competitive process to directly support existing economic mobility programs that have the ability to scale up and serve hundreds of new participants in New Orleans. Awards will be between $250,000 and $1,000,000 over the project timeline.

Programs that will be funded could include, but are not limited to, programs for universal basic income, baby bonds, support accessing tax credits and other safety net funding, homeownership and other asset building, financial literacy and/or credit counseling, educational attainment and/or workforce training connected to employment, re-entry and wraparound supportive services, entrepreneurship, and other place-based mobility strategies.

A portion of the program funding will be set aside for program evaluation. Each selected participating organization must commit to a rigorous evaluation of program impacts.

Program providers will be selected based on the responsiveness of proposals, research-based and innovative approaches, past success in increasing economic mobility, capacity to scale programs quickly, funding and in-kind contributions that can be leveraged, and the number of participants in New Orleans that can be served.

Notice of Funding Availability

for Economic Mobility in Motion: Moving New Orleanians Forward

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| **Application Packet** |
| **Applicant Organization:** |
| **Applicant Address:** |
| **Form of Business:**  **Nonprofit  For-Profit  Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Zip Code(s) where your project serves:** |
| **Program Summary: Provide a summary of the program or project: (250 words maximum)** |
| **Total Amount of Funding Requested:** |
| **Proposed Number of Participants Reached:** |
| **Length of Proposed Program or Project:**  **Proposed Program or Project Start Date:**  **Proposed Program or Project End Date:** |

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| **SECTION 1: PROGRAM OR PROJECT NARRATIVE** |
| Please describe your proposed program by responding to the prompts below. Respond to all prompts in each section unless the question is identified as optional. When replying to prompts, please use **Calibri, 12-point font** to facilitate reading by scorers. This packet, including both this section and Section 2 **should not exceed 20 pages** total. |

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| **SECTION 1A: ORGANIZATIONAL EXPERIENCE** |
| 1. Provide a brief description of the objectives or mission statement of the organization or agency and relevant experience. How long has the organization been in existence? Describe the organization’s commitment to economic mobility. 2. Describe the services currently provided by the organization. Provide a brief description of related projects/programs successfully undertaken within the last 5 years. |
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| **SECTION 1B: PROGRAM DESIGN & ELIGIBILITY** |
| 1. Provide a detailed description of the proposed program, including important, innovative, or unique aspects of the program and how the program supports the economic mobility of participants. Explain whether that program is an existing program that will be expanded or a new program that will be implemented. 2. What are the eligibility requirements proposed for program participants? How will eligibility for the program be verified? 3. How many participants do you anticipate serving? How will program participants be recruited? |
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| **SECTION 1C: EVIDENCE-BASED APPROACH** |
| 1. What is the rationale behind your program design and eligibility criteria? 2. What, if any, research informed your program design? What, if any, internally collected data or data from other programs suggests the efficacy of your approach? 3. OPTIONAL IF RELEVANT: What learnings from past experience have informed or changed the approach? |
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| **SECTION 1D: PROGRAM IMPACT** |
| 1. What qualitative changes in learning or behavior can participants expect as a result of participating in the program? 2. What measurable impacts do you expect for participants of the program? Use quantitative metrics, where possible. 3. How will you track program impacts? If desired impacts are not achieved at certain intervals, what changes will you make to the program? 4. OPTIONAL IF NOT RELEVANT: The Office of Economic Development plans to engage an evaluator for all programs in the Mobility in Motion portfolio. If your organization plans to do additional evaluation or monitoring activities, please describe the activities and explain the rationale. |
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| **SECTION 1E: CAPACITY AND TIMELINE** |
| 1. Describe your organization’s current or new staff positions that will oversee and implement the program functions outlined in section 1.B. Please include resumes of staff who will be integral to the program if they are existing staff in a separate attachment, if applicable. 2. Identify the proposed program duration. Include a timeline for project planning and implementation, including key milestones. |
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| **SECTION 1F: PROGRAM LOCATION AND SERVICE DELIVERY** |
| 1. Program participants must be Orleans Parish residents. Will the proposed program be implemented citywide? If not, please provide the focus for delivery of the program or project such as target communities, geographies, or zip codes. See section III.A. of the NOFA for information on eligible participants. |
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| **SECTION 2: PROGRAM OR PROJECT BUDGET** |
| Please describe your proposed budget by responding to the prompts below. When replying to prompts, please use **Calibri, 12-point font** to facilitate reading by scorers. When submitting your proposal, include separate attachments with your excel document budget narrative and your organization’s financials, including your most recent 990 and a copy of your most recent financial statement. If you have an audited financial statement, please submit as a separate attachment. |
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| **SECTION 2A: BUDGET AND BUDGET NARRATIVE** |
| Please provide a description of project costs below in a narrative format. Please also include an **Excel document** that breaks down costs across allowable categories. An excel template Is not being provided; create your own. All costs should be limited to the amounts that are necessary and reasonable to accomplish the program activities and must meet applicable federal eligibility restrictions. Any awarded project will be subject to OED’S feasibility and cost reasonableness analyses.  Allowable costs include, but are not limited to:   1. Personnel 2. Planning and development 3. Materials and supplies 4. Administrative costs 5. Program evaluation   Restrictions on use of funds include, but are not limited to:   * 1. Organizations must operate within the geographic boundary of the City of New Orleans   2. Program recipients or project participants must be City of New Orleans residents.   3. Administrative costs **must not exceed 10%** of the total requested budget.   4. OED is engaging a program evaluator, so evaluation costs will not be necessary. However, if you have a strong argument for including evaluation costs beyond what OED will provide, please share your rationale and include it in your requested budget. Evaluation costs **must not exceed 10%** of the total requested budget.   Submit your most recent 990 and a copy of your most recent financial statement. If you have an audited financial statement, please submit. |
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| **SECTION 2B: ALTERNATIVE BUDGET SCENARIOS** |
| There is the possibility that the selection committee will select your program or project but not be able to award the full amount requested. If a partial grant is awarded, it is understood that some program components must be cut.   1. Would you be able to deliver services on a more limited basis if you receive a certain percentage of funding? If so, what services will remain intact? |
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| **Acknowledgements** | |
| The undersigned certifies and makes assurance of the Applicant’s compliance with:   1. Organization does not owe Federal debt, any State of Louisiana debt, or any City of New Orleans debt. 2. Applicant organization has met audit requirements to be considered for funding, including submission of organization’s most recent completed audit, and all audits of previously funded organizations are clear of ineligible/disallowed costs related to all funding provided by the City of New Orleans. 3. No contractor principal, member, or officer has, within the preceding five years, been convicted of, or pled guilty to, a felony under state or federal statutes for embezzlement, theft of public funds, bribery, or falsification or destruction of public records. 4. Proposals are in compliance with City funding commitments and do not have unresolved compliance issues. 5. Title VI of the federal Civil Rights Act of 1964 https://www.hhs.gov/civil-rights/for-individuals/special-topics/needy-families/civil-rights-requirements/index.html; 6. Title IX of the federal Education Amendments Act of 1972 https://www.justice.gov/crt/title-ix-education-amendments-1972 7. The Equal Employment Opportunity Act and the regulations issued thereunder by the federal government https://www.eeoc.gov/statutes/laws-enforced-eeoc 8. The Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government http://www.ada.gov/pubs/ada.html; 9. All contract employees performing services and/or work as a result of this solicitation must have documented legal authority to work in the United States of America; 10. The condition that the submitted Application was independently arrived at, without collusion, under penalty of perjury; and 11. The condition that no amount shall be paid directly or indirectly to an employee or official of the City of New Orleans as wages, compensation, or gifts in exchange for acting as an officer, agent, employee, subcontractor, or consultant to the Applicant in connection with the Procurement under this NOFA.   Yes No | |
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| PERSON RESPONSIBLE FOR PROGRAM AND CONTRACT MANAGEMENT | |
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