



## Scope of Work For

### Neighborhood Mobilization and Development Activity

<b>SOW # / TO#</b>	SOW-023-2008
<b>RFP #</b>	RFP-009-2008
<b>Period of Performance:</b>	August 2008-September 2009

The Aqaba Community and Economic Development (ACED) Program in collaboration with ASEZA's Local Community Development Directorate (LCDD), is interested in entering a partnership with an organization that can implement grass-roots community mobilization starting in two neighborhoods and expanding to six neighborhoods within the Aqaba Special Economic Zone through September 30, 2009. Applications will be accepted before 3:00 pm July 20, 2008.

#### Background:

The ACED Program is a five-year program funded by the United States Agency for International Development, benefiting the people and businesses of the Aqaba Special Economic Zone (ASEZ). The program is based in Aqaba city and is composed of activities under three major areas:

- Component 1 will work to strengthen the government institutions and will be working directly with Aqaba Special Economic Zone Authority (ASEZA) and Aqaba Development Corporation (ADC);
- Component 2 will develop Micro, Small and Medium Enterprises (MSMEs), and supporting training; and
- Component 3 will be working closely with the local community to develop its capacities and empower NGOs and Community-Based Organizations (CBOs).

#### Solicitation:

Under Component 3, the ACED Program and LCDD are building the capacity of the Aqaba community to respond constructively and effectively to the new opportunities available due to rapid economic growth of the ASEZ, and training relevant ASEZA staff to assist the community in increasing their participation. Core to this activity is the use of a participatory community development methodology in target Aqaba Neighborhoods and formation of active volunteer Neighborhood Enhancement Teams (NETs) in each of the selected locations.

The ACED Program is seeking a Jordanian Partner Organization (Grantee) to continue mobilization of citizens in two already active neighborhoods of Aqaba and expand the program to six neighborhoods during the period of performance of this grant. This Neighborhood Development Activity will include formation and/or re-formation of a series of active citizens' groups (called a Neighborhood Enhancement Team, or NET), "on-the-job training" of NET members to prioritize and address local needs, implementation of projects selected by the neighborhoods, and collaboration between the community and local government and non-government partners.

Among other specific activities to implement the Neighborhood Development Activity, the Grantee will be expected to work in collaboration with LCDD to recruit and mobilize neighborhood volunteers, facilitate collection of information on neighborhood needs and active citizens through surveys and/or focus groups, hold broad community meetings and regular NET meetings, provide training to NET members and ASEZA staff, and support the NET in the project prioritization process, including mobilizing community resources. *NOTE: The ACED Program will provide funding directly to the NET projects. The Grantee is not expected to provide funding for neighborhood projects.*

This activity will be divided into three phases as follows:

### **Phase 1: Continued mobilization of two neighborhoods**

For the entire period of performance, the Grantee will continue to mobilize and facilitate participation in two neighborhoods of Aqaba – Sharqia and Old Town. Each of these neighborhoods has had needs assessment surveys and has performed analysis of those needs to determine several possible projects. Initial work in these neighborhoods will include selection of a new NET, continued prioritization of projects, development of a “Long-Term Community Development Plan,” and selection of a small neighborhood project for implementation. The Grantee will continue to collaborate with LCDD to mobilize these neighborhoods through the remainder of the grant period, working through the selected NET to improve neighborhood input in decision making, increase neighborhood collaboration with ASEZA, and increase citizen participation in local projects. Over this time period (the entire period of performance of this grant), it is expected that each of these neighborhoods will hold 2-3 Neighborhood Wide Meetings (of approximately 100-150 people), perform 2-3 neighborhood surveys or hold focus group sessions, facilitate approximately 50 NET meetings, and select 2-3 neighborhood prioritized projects for implementation.

### **Phase 2: Expand to include a third already mobilized neighborhood**

Starting in approximately November of 2008, the Grantee will begin working with another already-mobilized neighborhood – Al-Rimal. This neighborhood will have conducted a needs assessment survey, performed analysis of those needs to determine several possible projects, and implemented the neighborhood’s highest priority project. Initial work in this neighborhood in November will include continued mobilization of the existing NET (or reformation/addition of new members if necessary), continued prioritization of projects, development of a “Long-Term Community Development Plan,” and selection of a second small neighborhood project for implementation. The Grantee will continue to collaborate with LCDD to mobilize this neighborhood through the remainder of the grant period, working through the selected NET to improve neighborhood input in decision making, increase neighborhood collaboration with ASEZA, and increase citizen participation in local projects. Over this time period (from approximately November 2008 until the end of this grant), it is expected that this neighborhood will hold 2-3 Neighborhood Wide Meetings (of approximately 100-150 people), perform 2-3 neighborhood surveys or hold focus group sessions, facilitate approximately 40 NET meetings, and select 2 neighborhood prioritized projects for implementation.

### **Phase 3: Expand the activity to mobilize three new neighborhoods**

Starting in approximately March of 2009, the Grantee will begin mobilizing three additional neighborhoods in Aqaba. The selection of follow-on neighborhoods will be made in collaboration with the ACED Program and LCDD. Initial work in these neighborhoods in March/April 2009 will include community outreach, needs assessments, formation of NETs, prioritization of projects, and selection of small “quick-impact” neighborhood projects for implementation in each neighborhood. The Grantee will continue to collaborate with LCDD to mobilize each neighborhood through the remainder of the grant period, working through the respective neighborhood’s NET to improve neighborhood input in decision-making, increase neighborhood collaboration with ASEZA, and increase citizen participation in local projects. Over this time period (from approximately March 2009 until the end of this grant), it is expected that each of these neighborhoods will hold 1-2 Neighborhood Wide Meetings (of approximately 100-150 people), perform 2-3 neighborhood surveys or hold focus group sessions, facilitate approximately 25 NET meetings, and select 1 neighborhood prioritized project for implementation.

Attachments to this Request For Applications SOW include an outline of the basic steps for mobilization of a neighborhood, the Program Development Grant Application form, and the ACED Program Beneficiary Handbook.

## Application Guidelines:

- Complete the attached application form per the instructions in the attached excerpt from the ACED Program Grant Beneficiary Handbook. All text submitted in the document must be in English.
- Based on the grant types available, this application is for a program development grant (check "program development grant" for question 5).
- Complete question 5, attaching Appendix A. However, rather than the "Organizational Business Plan" described, please attach an organizational background statement of no more than 2 pages, including past relevant experience of your organization/firm.
- Complete question 6, attaching Appendix B. Please limit your narrative description of the project (Appendix B to the application) to a maximum of 3 pages (this does not include additional attachments for detailed timeline, budget and CVs). Please follow the instructions listed in the application, but be sure to include the following information:
  - Details of the activities your organization will perform to make this program a success, including but not limited to the Expected Activities listed below;
  - Indicators that your organization will use to measure success and methods of follow-up to track those indicators; and
  - Key qualifications of the key staff/trainers who will be involved in the program (do not include full CVs in Appendix B, see below).
- Complete question 7, attaching Appendix C. Be sure to show estimated *illustrative* monthly expenditures for each of the three phases of the project.
- Complete question 8, attaching Appendix D. In the budget, include all costs related to the implementation of this Neighborhood Development Activity throughout the grant period. As stated in the application form, this will be reviewed regularly and if additional follow-on activities are necessary, the budget may be revised at that time. Do not include the cost of Neighborhood project implementation – these funds will be awarded directly from the ACED Program and made available to the Neighborhoods under a separate agreement.
- Please attach an Appendix E containing the following:
  - CVs of the key personnel who will be involved in the program; and
  - A rough timeline and list of activities to be performed over the entire period of performance that include deliverables and timing as outlined below.

## Expected Activities:

- Develop implementation plans before each phase of activity in collaboration with LCDD;
- Conduct community outreach activities in six neighborhoods, with efforts divided into three phases;
- Organize all logistics for Neighborhood Wide Meetings as appropriate and facilitate the meetings in collaboration with the ACED Program and LCDD;
- Form, re-form, and/or maintain six NETs to represent their neighborhoods and increase participation of their constituents;
- Provide support to six NETs, and LCDD as a partner, to hold regular meetings, identify and verify neighborhood priorities, design and implement projects with outside help as appropriate, monitor and maintain neighborhood projects, and interact with relevant government bodies;
- Provide on-the-job training to NET members to fulfill their responsibilities, and provide more formal training in necessary skills (for example, proposal writing, budget preparation, long-term community planning, and/or other skills) as appropriate, and ensure that LCDD staff are included as participants and co-trainers as appropriate;
- Assist NETs to bring/utilize technical expertise necessary for project design or other specific neighborhood activities;
- Support each NET to effectively communicate their activities and accomplishments to their neighborhood in collaboration with LCDD;

- Facilitate collaboration between NETs and other organizations in Aqaba (including other existing NETs and ASEZA);
- Support LCDD and the ACED Program in ASEZ-wide activities supporting Neighborhood Mobilization and Development; and
- Mentor and train LCDD staff to manage all aspects of the Neighborhood Development Activity.

#### **Expected Deliverables and Approximate Timing:**

- New NETs formed for Sharqia and Old Town – August 2008;
- NETs formed in three expansion neighborhoods – March 2009;
- Ongoing facilitation and updates of all active NETs;
- Long-term community development plans created in Sharqia and Old Town – September/October 2008;
- Long-term community development plan created in Al-Rimal – December/January 2008;
- Potential projects identified in each neighborhood as follows:
  - Sharqia – 3 potential projects in October 2008, and 3 in February 2009,
  - Old Town – 3 in October 2008, 3 in February 2009, and 3 in August 2009,
  - Al-Rimal – 3 in January 2009, and 3 in May 2009,
  - Expansion Neighborhoods – 3 in April 2009;
- One highest priority project selected from three potential projects and proposed/designed for each neighborhood at each of the times listed in the previous bullet point;
- Sharqia, Old-Town and Al-Rimal NET members trained in up to 2 different aspects of the project cycle, for example, project design, proposal writing, long-term planning or other activities;
- Expansion neighborhood NET members trained in 1 aspect of the project cycle, for example, project design, proposal writing, or other activities – April/May 2009;
- Community contribution raised on each project implemented, as follows:
  - Minimum of 10% on the first project;
  - Minimum of 15% on the second project; and
  - Increasing minimum percentage on each successive project.

#### **Evaluation Criteria:**

Proposals will be reviewed based on the following weighting of the proposal components:

- 15% - Past experience of the organization/firm;
- 35% - Methodology/proposed activity details and detailed timeline;
- 25% - Experience of proposed key staff (with preference given to Aqaba-based staff);
- 25% - Budget

For additional information about the program or this Request for Applications, please contact:

[grants@aced-jordan.com](mailto:grants@aced-jordan.com)

**Question Period Ends:** 3:00 pm Sunday, July 7, 2008  
**Proposal Submission Deadline:** 10:00 am Sunday, July 20, 2008

Send to: [grants@aced-jordan.com](mailto:grants@aced-jordan.com)