



Request for Proposals (RFP)

**Strategic Priorities
July 2018 through June 2021
Health, Early Care and Development, Strong Families, and Integrating
and Collaborative Services**

**Proposals must be received by:
February 23, 2018 12 p.m.**

First 5 Tulare County
200 N. Santa Fe Street
Visalia, CA 93292
(559)622-8650
www.first5tc.org

First 5 Tulare County Request for Proposals

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First 5 Tulare County July 2018—June 2021 Funding Overview

Purpose of Request for Proposals (RFP):

First 5 Tulare County seeks proposals from qualified organizations to provide services to children from the prenatal stage through five years of age and their families living in Tulare County. These services must achieve measurable results consistent with the *First 5 Tulare County Strategic Plan July 2018 through June 2023*. Proposition 10 funds may not supplant existing state or county general fund resources or create duplicate services.

First 5 Tulare County will fund projects designed to improve child outcomes in the four goal areas listed in the strategic plan. These are:

- I. Children grow up physically and mentally healthy
- II. Children enter school ready to learn- cognitively, social-emotionally and physically
- III. Parents and other caregivers have the knowledge and resources they need to provide a nurturing environment
- IV. Communities are engaged in supporting and prioritizing children

Available Funding:

Approximately \$4 million is available for each year of a three-year funding cycle commencing July 1, 2018, and ending June 30, 2021. Due to declining revenue forecasts, First 5 Tulare County will fund a maximum of \$300,000 per year to eligible programs. Organizations may submit more than one proposal for distinct sets of proposed interventions. Specific amounts for proposals will depend on the nature and scale of the proposed interventions and the degree in which a proposal contributes to First 5 Tulare County's goals relative to total available funds. First 5 Tulare County reserves the right to fund proposals outside of the stated range if it achieves the intent of this RFP. First 5 Tulare County recognizes that programs may provide services addressing multiple result areas, but funding awards and program evaluation will be based on the primary goal area intended to be addressed by your project.

All funded programs will be capable of meeting the cultural and language needs of clients. All funded programs will be research-based, evidence-based, utilize best practices, or demonstrate through some other means that program activities will bring about measurable improvements in children from the prenatal stage through age five.

Key Dates:

- January 5, 2018 RFP released
- January 10, 2018 Q and A Webinar “Mandatory”
- February 23, 2018 Proposals due to First 5
- March 23, 2018 Proposal review completed
- April 26, 2018 First 5 Commission makes tentative awards
- May & June Contract negotiations and document preparation
- July 1, 2018 Projects commence

Part 1: Background

A. First 5 Tulare County

First 5 Tulare County is an independent public agency aimed at promoting and supporting the early development of children during their first five years of life. The First 5 Tulare County Commission accomplishes its goals by partnering with the community to develop programs and link existing programs in innovative ways.

The priorities of the First 5 Tulare County Commission are health, early care and development, strong families, and integrated and collaborative services.

First 5 Tulare County is governed by a seven-member commission appointed by the Tulare County Board of Supervisors. The Commission is responsible for the development of and periodic updates to a strategic plan outlining the Commission's goals and objectives for improving the lives of Tulare County's youngest children.

First 5 Tulare County was established after voters passed Proposition 10 in November 1998, adding a 50 cents-per-pack tax on cigarettes to fund education, health, childcare, and other programs for expectant parents and children through age 5. For more information please visit www.first5tc.org.

To see the *First 5 Tulare County 2018 through 2023 Strategic Plan*, go to <http://www.first5tc.org/Reports/index.html>.

Part 2: Program Description, Applicant Eligibility, and Proposal Application Requirements

A. Program Model

Projects serving children from the prenatal stage through age five and their families that can demonstrate measurable outcomes consistent with the goals outlined in the *First 5 Tulare County 2018 through 2023 Strategic Plan* will be considered for funding.

The First 5 Tulare County Commission adopted a long range financial plan and a program funding plan to accompany the strategic plan.

An application may address one Strategic Priority area only. First 5 recognizes that a program may incorporate a variety of activities; however, to insure maximum child outcomes, funded programs will focus efforts and activities.

All funded programs will be capable of meeting the cultural and language needs of clients. All funded programs will be research-based, evidence-based, utilize best practices, or demonstrate through some other means that program activities will bring

about measurable improvements in children from the prenatal stage through age five. Funded programs will collect and report data regarding service outcomes for children and families.

Further information regarding types of programs, strategies, and qualities the Commission seeks by Strategic Priority may be found in Appendix A of this RFP.

B. Applicant Eligibility and Proposal Requirements

Applicant Eligibility: Through this competitive process, the Commission will make grant awards to applicants demonstrating the greatest expertise and qualifications to successfully develop, implement, and manage their programs. Public and private organizations that have the organizational capacity to achieve the purposes of their programs and provide appropriate fiscal oversight and accountability are eligible to apply. Grants will not be made to individuals or sole proprietors under this program.

1. Existing organizations including public agencies, nonprofit organizations, and for-profit corporations;
2. Demonstrated experience and expertise related to the activities outlined in the program application;
3. Sufficient financial resources and fiscal management practices to successfully carry out the program;
4. No record of unsatisfactory performance or poor business practices;
5. Capacity to conform to all requirements set forth in this RFP and any subsequent project agreement.

Proposal Requirements:

1. **Record-Keeping and Reports:** Successful applicants, including any subcontractors, must institute sound programmatic and fiscal record-keeping practices. Fiscal reports will be submitted four times per program year, typically one month after the end of each fiscal quarter.
2. **Program Revenue:** If activities funded by First 5 generate revenue from other sources, that revenue must be budgeted and reported to First 5.
3. **First 5 Policies:** Successful applicants will conform to First 5 Tulare County policies including confidentiality, attribution requirements, supplantation, service age, equity and diversity, and others.

4. Insurance Requirements: Successful applicants must maintain and submit annual proof of insurance with an endorsement naming First 5 Tulare County as an additional insured.
5. Data Collection and Evaluation: Successful applicants will collect client-level data on children and their families receiving services through their programs. Required data may include the following: unduplicated client count, family demographic information, child outcomes, performance measures, and others. First 5 Tulare County will provide support and training to program staff regarding data collection. Data collection and reporting expenses, including system programming, labor costs, etc., are allowable program expenses. Funded programs collect and submit evaluation data on an on-going basis, and First 5 Tulare County will report this information annually.
6. Audit: Any organization receiving \$250,000 or more per year from First 5 Tulare County must have an annual financial audit. If an organization does not currently conduct an annual audit, the cost of the audit may be included as an expense in the program application.
7. Term of Projects: All activities to be funded by First 5 Tulare County under this RFP will commence on or after July 1, 2018, and conclude no later than June 30, 2021. While agreements will be for three years, budget reconciliations will be completed after the first and second years. Unexpended funds will be deducted from the total grant award.

Part 3: Proposal Application Package

A. Proposal Application

1. Cover Sheet: Complete the First 5 Tulare County form provided and complete each section or insert N/A (not applicable). This form requires a signature in blue ink.
2. Applicant Disclosure Statement: Complete the First 5 Tulare County form provided and respond to all questions honestly and completely. If First 5 discovers that an applicant was untruthful or omitted relevant information, the application will be disqualified. This form requires a signature in blue ink.
3. Strategic Plan Consistency Statement: Complete the First 5 Tulare County form provided.
4. Budget and Budget Narrative: Complete the First 5 Tulare County budget and budget narrative forms provided.
5. Proposal Narrative: *Use exact headings and subheadings in the narrative.*

- a. Qualifications of Organization and Proposed Project Personnel (limit to 2 pages)
 - i. Organization and Subcontractors: Include a brief description of your organization and any proposed subcontractors.
 - ii. Experience: Describe your organization's experience specifically related to the activities listed in your application.
 - iii. Project Staff: Provide the names and list qualifications, relevant experience, education, and training of each person that will work on the project. Include subcontractors and administrators that will have significant involvement in the project. Job descriptions may be substituted if positions are not currently filled.
- b. Program Description and Evaluation (limit to 6 pages)
 - i. Provide a clear, concise description of the activities to be carried out, by which positions, at what locations, during what hours/days of the week, how many times over the course of the project, etc.
 - ii. Describe the nature and number of children and families to be served by your program by activity, i.e., number of children to be enrolled in health insurance plans, number of families to receive case management services.
 - iii. Identify the research or evidence base for your program and/or program components, and state what the overall goal or purpose of the project is.
 - iv. Describe what measurable improvements for children will be attained as a result of the activities of your program. These improvements must be consistent with the strategic plan goals and objectives indicated on the Strategic Plan Consistency Statement.
 - v. Describe how you will measure program outcomes (improvements for children served by your program). Provide the names of assessment tools to be used.
- c. Project Administration (limit to 1 page)
 - i. Describe your organization's financial management system including the size of your current annual budget for expenditures, the number and types of staff engaged in financial management, and how you

propose to meet the financial management and monitoring requirements to successfully carry out your program.

- ii. Describe how the program will fit within your existing administrative structure.
 - iii. If your application includes subcontractors, describe how you will monitor the completion of subcontractor tasks. Specify which staff person will monitor subcontractors. Explain how you will monitor subcontractor expenditures and verify invoices.
- 6. Proposed Scope of Work: Complete the First 5 Tulare County form provided. A sample form showing format and examples is included with the RFP. If your program is funded, this form will become an attachment to the project agreement.
 - 7. Proposed Evaluation Plan: Complete the First 5 Tulare County form provided. A sample format and examples is included with the RFP. If your program is funded, this form will become an attachment to the project agreement. Upon funding the Evaluation Plan is subject to further review from contracted evaluator.
 - 8. Cost Unit to Structure: Complete the First 5 Tulare County form provided. A sample form showing format and examples is included with your RFP. If your program is funded, this form will become an attachment to the project agreement.

Part 4: Timeline and Submission Guidelines

A. Timeline

Date	Activity
January 5, 2018	RFP released
January 10, 2018	Q and A Webinar "Mandatory"
February 23, 2018	Proposals due to First 5
March 23, 2018	Proposal review completed
April 26, 2018	First 5 Commission makes tentative awards
May & June	Contract negotiations and document preparation
July 1, 2018	Projects commence

B. Submission Guidelines

1. Numbers of copies: Submit an original signed in blue ink and six copies.
2. Submit to First 5 Tulare County, 200 N. Santa Fe Street, Visalia, CA 93292.
3. Submission deadline: Friday, February 23, 2018, 12 p.m.
4. Delivery methods: Proposals may be hand-delivered, or delivered by U.S. Mail or a private delivery service. Proposals may not be submitted by fax or e-mail. Proposals must be received by the submission deadline.
5. Responsibility: First 5 Tulare County is not responsible for the handling of any proposal that is mailed. Proposals received after 12 p.m. on Friday, February 23, 2018, will not be accepted. Post marks will not be considered. First 5 Tulare County is not responsible for delays due to traffic, parking, or other issues that prevent timely submission of a proposal. Please allow for additional time to account for unexpected delays.
6. Formatting: Proposals must adhere to the following to be considered.
 - Use 8.5" x 11" white bond paper
 - Times New Roman font, 12 point
 - Single-sided
 - Margins of 1" on all sides
 - Line spacing of 1.0
 - Clip the original and each copy (no binding or staples)

- Number each page
- Do not exceed the pages limitations listed for the application narrative
- A complete application package will consist of all forms and the application narrative

7. Submission Order:

- Cover Sheet
- Applicant Disclosure Statement
- Strategic Plan Consistency Statement
- Budget Forms (one for each year of the project and a three-year total)
- Budget Narrative
- Application Narrative
- Proposed Scope of Work
- Evaluation Plan
- Cost Unit to Structure
- Attachments as needed

Part 5: Review and Award

A. Proposal Application Review

1. Completeness and compliance: Each proposal will be reviewed to confirm adherence to the requirements of this RFP. Any proposal determined to not be complete and/or compliant will not be eligible for further consideration.
2. Content: Those proposals determined to be complete and compliant will be reviewed and scored using a scoring matrix based on each program/strategy.
3. The most qualified proposals will be recommended to the First 5 Tulare County Commission for consideration of tentative awards at their meeting to be held April 26, 2018. No proposal with a score less than 70 percent will be considered for funding.

B. First 5 Tulare County Commission Authority

The Commission shall be the sole judge of proposals, and particularly, which ones best meet the needs of the Commission. The Commission reserves the right to accept proposals which are most responsive to and which best meet the Commission's requirements, and to negotiate with applicants if it is in the best

interest of the Commission to do so. The Commission reserves the right to reject any and all proposals submitted and to request additional information from applicants.

C. Appeals:

There is no appeals process.

Any questions or comments regarding this Request for Proposal must be addressed in writing to:

Executive Director
First 5 Tulare County
Via fax: (559) 622-8651
E-mail: info@first5tc.org

Questions received by January 19, 2018, 12 p.m. will be answered on the First 5 Tulare County website by 5 p.m. on January 19, 2018. Questions received after January 19, 2018 at 12 p.m. will not be answered.

Part 6: Forms and Instructions

Applicants must use the forms provided in Appendix B.

First 5 Tulare County forms are either MS Word documents or MS Excel spreadsheets. MS Word documents are set up as tables and the spreadsheets have formulas built in. Please do not modify these forms except as noted in the following instructions.

A. Forms

1. Cover Sheet: Use the First 5 Tulare County form provided and complete each section or insert N/A (not applicable). This form requires a signature in blue ink. The mailing address is used to transmit documents, so if your organization has multiple locations, please use the address for your administrative/business functions.
2. Applicant Disclosure Statement: Use the First 5 Tulare County form provided and respond to all questions. You may use additional pages if needed to explain any “yes” answers. Please format any additional pages as described in Part 4—B. Submission Guidelines, section 6, Formatting. This form requires a signature in blue ink.
3. Strategic Plan Consistency Statement: Programs are to select one Strategic Priority. Multiple objectives may be addressed as long as measurable

improvements in child status will result from the activity(ies) aimed at achieving outcomes consistent with each objective. First 5 Tulare County encourages applicants to focus program activities in order to achieve greater measurable outcomes.

4. Budget Form: *This information will serve as the basis for project review and for budget amounts to be incorporated in any project agreement. Pursuant to Commission authority as stated in Part 5, Section B., First 5 Tulare County reserves the right to negotiate with apparently successful applicants if it is in the best interest of the Commission to do so. This negotiation may include the types and costs of budgeted items.*

Complete a separate form for each year of the project. A fourth form will automatically populate a combined three-year budget. The MS Excel spreadsheet has four tabs with sheets labeled for each year and the combined form.

USE WHOLE DOLLARS ONLY. IF YOUR AMOUNT IS CALCULATED FROM A FORMULA RESULTING IN CENTS, ROUND UP TO THE NEXT WHOLE DOLLAR.

The annual amount may differ from year to year.

Insert your organization's name in the Provider Name area.

In the Personnel and Benefits section list costs for all positions for which First 5 will pay by job title and full-time equivalent (FTE) amount. One FTE equals 2,080 hours in 12 months (40 hours per week for 52 weeks). Part-time or partial positions are expressed as fractions, i.e., .50 FTE for a half-time position.

Sample:	Project Manager (1 FTE)
Sample:	Preschool Teacher (2.5 FTE)

In the Administrative Expense section list costs for goods and services that support the project. You may add account lines if your project will have expenses that do not fit under the account lines listed.

Program Expenses are those directly related to the activities listed in the scope of work. You may add account lines if your project will have expenses that do not fit under the account lines listed.

First 5 Tulare County has a cap on indirect expense. If your agency has an indirect cost rate formally established by an oversight agency, no more than that rate will be funded. Additionally, the sum of administrative expense and indirect expense may not exceed 15 percent of the total project budget for each year.

Matching funds are required, a cash match is to be listed in column 3 under the relevant account line or lines. The cash match should be at least 25% of the total

project budget for each year. If activities funded by First 5 generate revenue, the estimated amount is to be shown in column 3. If the revenue cannot be tied to a specific expenditure account, list it in the total at the bottom of the page. Do not show the value of in-kind contributions on Budget Forms. Any such contributions may be described on the Budget Narrative Form.

Size Limit Exception: Please use MS Excel's Scaling function so that each year's budget fits on a single page. This will make the font on the form smaller.

5. Budget Narrative Form: Complete a consolidated form for all three years of the project. Use this form to briefly describe what each expense is for and how the amount was calculated. Address the latter by showing actual calculations.

Personnel: For each position, give the job title and a brief description of major duties. Provide the requested salary amount and the unit of measure (annual, monthly, hourly, etc.). For any positions that are less than full-time, show the FTE calculation.

Sample: $1,040 \text{ hours per year} / 2080 = .50 \text{ FTE} \times \$100,000 = \$50,000.00 \text{ per year}$

Benefits: List the components of benefits, i.e., payroll taxes, health insurance, Workers Compensation, etc. and how the amounts are calculated. First 5 Tulare County will only reimburse benefits at an amount not to exceed 40% of the total personnel budget.

Administrative Expense: For each account line, describe each expense and show how the amount was calculated.

Program Expense: For each account line, describe each expense and show how the amount was calculated.

Indirect Expense: Describe how your indirect cost rate is calculated and list all items that are included in your indirect cost rate. If your agency has an indirect cost rate approved by your cognizant agency, that rate will be the maximum amount funded. The sum of administrative and indirect cost may not exceed 15% of the total budget. Once an indirect cost rate is approved by the commission as part of a program contract, it cannot be subsequently changed.

Matching Funds: Describe the specific source of all matching funds proposed to be used. Matching funds should be at minimum 25% of the total project budget.

Program Revenue: Detail the total amount of revenue from sources other than First 5 by year and source that you estimate can be generated from the services funded by this project. Be specific.

6. **Proposed Scope of Work:** List the major activities to be undertaken to achieve your stated outcomes. This is not intended to be a comprehensive list of all activities, but rather an overview of major activities. Provide enough detail for an average reader to understand the activity, the time frame during which it will be undertaken, the job titles and full-time equivalents for labor for the activity, and the measurable results for the activity. Provide process results, i.e., number of children and families served each year, and outcome results, i.e., the change or improvements expected to be received. There is a sample form included with this RFP.

The information on the Proposed Scope of Work Form is to be consistent with the program description in the proposal narrative and the information provided in the budget and budget narrative.

Appendix A

Desirable and/or Required Components by Strategic Priority

In addition to the information requested to be included in the Proposal application narrative described in Part 3, Section A.5.b., please include the following information specific to the strategic priority under which you are applying:

Include in the proposal narrative a brief description of community needs assessments undertaken in support of your operation. Include the steps used to update the assessment and/or collect and respond to input from community members. Also, include best practices/evidence based models your project will utilize to be successful.

Include in the proposal narrative the specific days of the week and hours that your program is available to the public. Programs offering evening and weekend hours in addition to traditional business hours will be scored higher.

Service Delivery Strategies

To achieve its mission, the Commission will provide funding in the following areas. There is no significance to their order. The Commission recognizes there are overlaps among the strategies, and some can be implemented to address multiple strategic plan objectives.

1. Children's Health: Strategies in this area include support to organizations for improving children's access to medical, dental, and behavioral health care to ensure children are born healthy, and remain healthy throughout their childhood. Priority will be given to hospitals that have a Baby Friendly designation.

2. Mental Health, Early Screening and Treatment Services: These strategies encompass early identification, assessment, and treatment services through Family Resource Centers, school readiness programs, and other similar programs.

3. School Readiness: These strategies include preschool classes, delivery of home-based curricula, summer bridge programs, support for parents as their children's first teachers, and similar services to ensure children are in environments conducive to their development. Priority will be given to programs that provide preschool/ developmentally appropriate opportunities to 3 year olds.

4. Family Resource Centers: This strategy recognizes family resource centers as being community focused and comprehensive in the range of services provided to children and families. Parent education, information and referral, case management, home visits,

health screenings and services, and mental health counseling are examples of services provided by FRCs.

5. Parent Education: These strategies focus on the family and include classes such as parenting skills and nutrition, the distribution of *Kit for New Parents*, family literacy programs and media campaigns designed to build parent confidence and support a child's overall well-being.

6. Community Education: These strategies focus on the community and support broad understanding of the value of quality early childhood development activities. Having this understanding increases the likelihood of financial sustainability for funded programs.

7. Capacity Building: These strategies support training, professional development and other activities to increase the ability of organizations and personnel to meet the needs of young children and their families.

8. Advocacy: These strategies promote advocacy on behalf of young children and their families.