




REQUEST FOR PROPOSALS STRATEGIC DEVELOPMENT FUND: 2013

Proposers' Conference
March 12, 2013

Agenda

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1. Opening 9:00 – 9:05
 2. Welcome 9:05 – 9:15
- Strategic Development Fund RFP 9:15 – 10:30
- Commission Background, Strategic Plan, & SDF
 - Purpose, Goals, and Interest Areas of the RFP
 - Application Process
 - Proposal Selection Process
3. Questions 10:30 – 11:00

Commission Background, Strategic Plan, & Strategic Development Fund (SDF)

RFP pages 6-9

Success *for* Every Child

- All children in San Mateo County will be emotionally, socially, and physically healthy; have a loving attachment to a parent or other caregiver; and live in an environment that promotes learning.

Strategic Plan 2009-2015



- Finalized in September 2008
- Four Focus Areas:
 - Early Learning
 - Child Health and Development
 - Family Support and Engagement
 - Communications and Systems Change

Long Term Financial Plan

- April 2011 revision - reserves funding through **June 2017**, in **three** funding cycles

- September 2012 revision - the Commission established the Strategic Development Fund (SDF)
 - \$6.5 million allocation overall
 - Up to \$1.2 million allocated to fulfill the goals of this RFP

Strategic Development Fund

PURPOSE:

1. Maximize resources in a changing economic environment and to carefully assess all available options to improve services for young children and their families
2. The ability to target investments toward specific issues as identified by evaluation and research
3. The ability to meet desired outcomes as defined in F5SMC's Strategic Plan and to intensify strategies and implement Core Values and Guiding Principles

Purpose of the SDF: 2013 RFP

RFP pages 6, 9-12

Overall Purpose of RFP

- This is an open RFP intended to address the needs of the 0-5 population in SMC
- The Commission has provided direction on populations, risk factors, and issues of interest
- Applicants who can make a strong case for investments outside these interest areas are also encouraged to apply
- Funding for a 2 year period: FY13-14, 14-15
- Likely maximum grant amount of \$370,000

Funding Goals (pg.10)

1. Rapidly increase F5SMC-funded investments in the community
2. Foster innovative service delivery, utilize best practices, and contribute to systems-building
3. Provide support for populations in need, targeting populations currently underserved by F5SMC where possible

Areas of Interest (pg. 10)

- Populations
- Risk Factors
- Issues

Populations of Interest

- Children ages 0-2 and their parents/caregivers
- Pregnant women/expectant parents
- Fathers who are marginalized or uninvolved with their children
- Service providers who work with these populations and/or address risk factors

Risk Factors of Interest



- Involvement with the Child Welfare System
- Parents who are currently or were formerly incarcerated
- Children/parents with known or suspected mental health issues
- Increased likelihood of (a) poor health outcome(s)

Issues of Interest

Child Health & Development

- Chronic disease prevention (including obesity-related disease, asthma, and other illnesses)
- Health disparities based on income, race or ethnicity, or geographic location
- Approaches that support mental health (including prevention and early intervention) for children and their parents/caregivers

Issues of Interest (continued)

Family Support & Engagement

- Helping families navigate support systems and overcome barriers to services
- Fostering healthy attachment & positive caregiver/child relationships for children experiencing separation from their parent(s), & (when indicated) supporting successful reunification & reestablishment of the parent-child bond
- Maximizing the ability of Family Resource Centers and/or other centralized resource hubs to serve families with children ages 0-2

Issues of Interest (continued)

Early Learning

- Incentivizing professional development among the ECE workforce in a way that supports our local priorities
- Enhancements to already existing early learning environments and child care facilities
- Increased access to inclusive environments and necessary support services for children with or at risk for physical, social-emotional, mental health, developmental, learning, or other special needs

Issues of Interest (continued)

Communications & Systems Change

- Leveraging technology to improve information-sharing
- Integration of existing programs and services
- Investments that will help programs become self-sustaining
- Interventions targeted towards policy-level change
- Incorporating current research/promising practices into systems and services
- Increasing public awareness of the importance of the first 5 years for optimal life-long development

RFP Timeline (pg.4)

Letter of Intent Due Date	March 28, 2013
Proposal Due Date	April 18, 2013
Review of Proposals	April/ May 2013
Recommendation Announced	May 20, 2013
Appeals/Contract Negotiations	May/ June 2013
Anticipated Start Date	July 1, 2013

Letters of Intent (LOIs)

- Mandatory for all potential proposer's
- Non-binding
- Indicate known or likely partnerships/
subcontractors
- Explain the project generally (population to be served, risk factors and/or issues to be addressed)
- Approximate \$\$ amount requested

A horizontal bar at the top of the slide, divided into a blue section on the left and an orange section on the right.

Application Process

RFP pages 13-21

Proposal Contents

- Cover Sheet
- Table of Contents
- Project Narrative
- Financial Summary
- Proof of Insurance
- References
- CEO or Board Authorization
- Scope of Work
- Budget Request and Budget Narrative Forms
- Required Attachments

Project Narrative



- Narrative is limited to 25 double-spaced pages
- Follow the written instructions in the RFP
- Include all information that reviewers will need to understand the program

Project Narrative: Background

- Needs Assessment
- Target Populations & Cultural Competency
- Proposer's Capability & Organizational Background
- Communication and Systems Change

Project Narrative: Project Description & Staffing

- Alignment with Strategic Plan Focus Areas
- Alignment with Particular Areas of Interest
- Plans for Performing Project Activities
 - Strategies, methods, and interventions
 - Program design
- Staffing

Project Narrative: Evaluation (p.18)

- F5SMC Comprehensive Evaluation
 - ▣ Common data collection tools across all funded programs
 - ▣ Systems Change survey
- How do you plan to meet these requirements?
 - ▣ Staff experience with data collection & evaluation
 - ▣ Incorporating data collection into service delivery
 - ▣ Engaging clients and obtaining consent (if necessary)
 - ▣ Personnel and budget implications

Project Narrative: Other Components

(p. 19)

- Alignment with Communication & Systems
Change Focus Area
- Supplantation
- Project Sustainability

Scope of Work Plan and Timelines

- Program goals and measurable objectives
- Total unduplicated clients served under each objective
- Major activities and timelines
- Staff or agency responsible
- Documentation instrument(s)
- Target service number for activities (*may be duplicated*)

Scope of Work Form (Appendix C)

First 5 San Mateo County

Scope of Work DATESXXXXX

Lead Agency Name:

Goal: Demonstrate the effectiveness of the project strategies through participation in an independently administered process and outcome evaluation.

Measurable Objective #6: Participate in the design of the evaluation and in the implementation of data collection activities as required by the evaluation design.

Total Unduplicated Clients Served Under This Objective:

Children 0-5:	Families of 0-5s:	Providers of 0-5s:	Other:
Major activities and timelines (Timeline ongoing unless otherwise indicated)	Staff or agency responsible	Documentation instrument:	Target service # for activity (may be duplicated):
1			
2			
3			
4			

Scope of Work – Required Activities

(pg.13)

- Culturally Competent Service Delivery
- Collaboration
- Sustainability
- Systems Change
- Evaluation
- Prop 10

Financial Summary (pg.21)

- Provide a synopsis (narrative) of the anticipated budget for each fiscal year
- Submit **two** Budget Request Forms: one for the 1st FY (13-14) and one for the 2nd FY (14-15)
- Follow the detailed instructions in the RFP

Budget/Budget Narrative (Appendix D)

- Consider carefully the FTE's necessary to provide your programs and services
- Complete a separate Budget Request Form for each subcontractor over \$25,000
- Show leveraged funds
- Indirect Costs

Budget/ Budget Request Form

First 5 San Mateo County

BUDGET REQUEST FORM

Complete this form to show the budget for the **entire** project for the fiscal year. If there are subcontractors or collaborative agency budgets involved, please complete an additional budget request form for each and identify the subcontractor.

Agency Name:	
Program/Project Name:	
Amount of Request:	
Budget Period:	
Submission Date:	

** List Leveraged Amount Available-Non F5SMC funds available to support the project, excluding the amount being requested from the Commission. At the bottom of the form under section VII, please list the funding source for all funds included in this column and any amounts from this column that are not yet secured.

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A.			\$ -		\$ -
B.			\$ -		\$ -
C.			\$ -		\$ -
D.			\$ -		\$ -
E.			\$ -		\$ -
F.			\$ -		\$ -
Benefits @ _%			\$ -		\$ -
Subtotal - Personnel			\$ -	\$ -	\$ -

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -		\$ -
B. Office Supplies and Materials			\$ -		\$ -
C. Telephone/Communications			\$ -		\$ -
D. Postage/Mailing			\$ -		\$ -
E. Printing/Copying			\$ -		\$ -
F. Equipment Lease			\$ -		\$ -
G. Travel			\$ -		\$ -
H. Training/Conference			\$ -		\$ -
I. Consultants (itemize):			\$ -		\$ -
			\$ -		\$ -
J. Subcontractors (itemize):			\$ -		\$ -
			\$ -		\$ -
K. Other (itemize):			\$ -		\$ -
			\$ -		\$ -
Subtotal - Operating Expenses			\$ -	\$ -	\$ -

First 5 San Mateo County

BUDGET NARRATIVE FORM

Agency Name:	0
Program/Project Name:	0
Amount of Request:	\$0
Budget period:	0
Submission Date:	1/0/1900

I. PERSONNEL	A. Amount Requested	Description / Explanation
Position Title		
A.	\$ -	
B.	\$ -	
C.	\$ -	
D.	\$ -	
E.	\$ -	
F.	\$ -	
Benefits @ _%	\$ -	
Subtotal - Personnel	\$ -	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel	\$ -	
H. Training/Conference	\$ -	
I. Consultants (itemize):	\$ -	
	\$ -	
J. Subcontractors (itemize):	\$ -	
	\$ -	
	\$ -	
K. Other (itemize):	\$ -	
	\$ -	
Subtotal - Operating Expenses	\$ -	

Required Attachments (pg.21-22)

- Job Descriptions/Resumes for Funded Staff and Consultants
- Board, Department or CEO Authorization
- Proof of Nonprofit Organization Status, if applicable
- Organizational Chart
- Proof of Insurance
- Letters of Reference
- During Contract Negotiations: Most Recent Audit (government agencies exempt)*

Proposal Format (pg.23)

- Typed, double-spaced, no smaller than 11-point font, margins no less than 1” on any side, consecutively numbered pages
- Narratives may be no longer than 25 double-spaced pages (not including attachments)
- One unbound original copy, eight additional copies securely bound with a staple, and an electronic copy sent by email to eroberts@smcgov.org

Proposal Selection Process

RFP pages 24-30

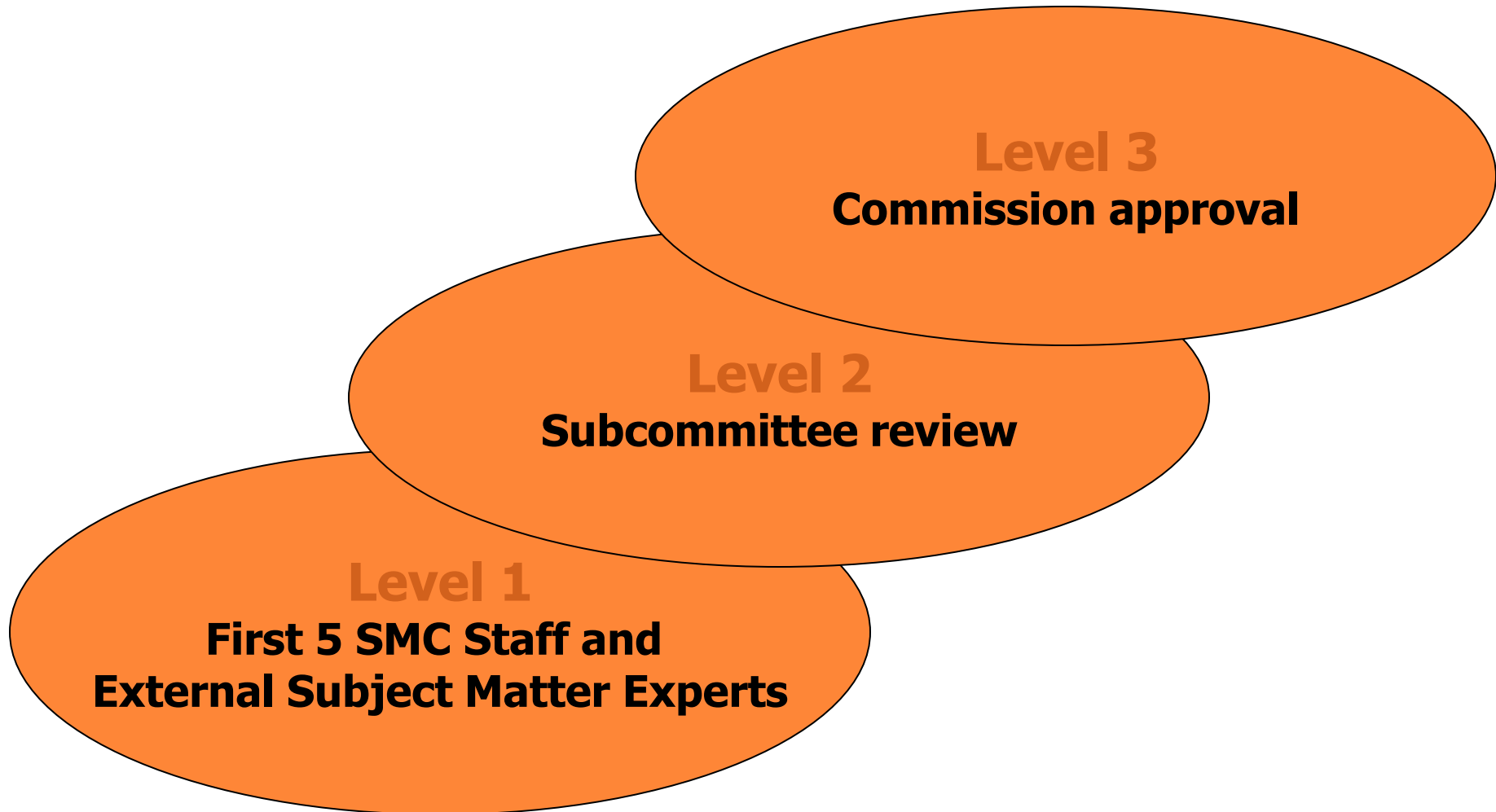
Proposal Selection Process

- Proposers' Conference: March 12, 2013
- Letter of Intent To Apply: March 28, 2013
- Proposals Due: April 18, 2013 5:00 pm
- Completed proposals must be received at the F5SMC office

Proposal Selection Process

- Staff initially review proposals for completeness and to insure the proposal clearly fits within the purview of F5SMC and meets the general RFP criteria
- Proposals then reviewed by a panel (possibly 2) comprised of outside experts and F5SMC staff to assess proposals based on the Review Criteria as outlined
- Recommendations will be made to the Commission, who makes the final decision

Proposal Review



How Do You Get More Help?

- We will accept any additional written questions by email through March 15th- email eroberts@smcgov.org
- Questions and answers from this Proposers Conference and any additional written questions will be posted on our website by: **March 21, 2013.**
- Visit our website www.first5sanmateo.org
- A planning period for up to 6 months can be built into RFP timeline, if needed

Questions & Answers

