



1700 S. El Camino Real, Suite 405
San Mateo, CA 94402-3050
www.co.sanmateo.ca.us/first5

January 8, 2010

Dear Prospective Applicant:

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Jean Fraser
Chief, Health System
Jorge Glascock
Public Member
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Board of Supervisors
Jean Holbrook, Ed.D.
Superintendent of Schools
Beverly Beasley Johnson, J.D.
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First 5 San Mateo County (F5SMC) is pleased to announce the release of this Request for Proposals (RFP) for the Kit for New Parents: Curriculum and Training of Trainers Program (KNP) Consultant. Up to \$121,600 is available for augmentation of the current KNP Program in San Mateo County.

The enclosed RFP is designed to support three objectives: 1) the promotion of enhanced outreach to new and expectant parents, 2) the development and piloting of a parent education curriculum for the KNP, and 3) a training of trainers for the new KNP curriculum. F5SMC seeks a consultant with clear goals, objectives, and strategies, and the readiness to implement this proposed enhancement to existing KNP services. Applicants may apply for up to \$121,600 over a 14 month period.

We thank you for your continued interest and efforts to promote the success and well being of young children in San Mateo County.

Sincerely,

Debby Armstrong
Executive Director



REQUEST FOR PROPOSALS

KIT FOR NEW PARENTS: Curriculum and Training of Trainers Program Consultant

Proposals must be submitted to:

FIRST 5 SAN MATEO COUNTY
1700 S. El Camino Real, Suite 405
San Mateo, California 94402-3050

By 5:00 p.m.,
Friday, February 12, 2010

PROPOSALS WILL NOT BE ACCEPTED
AFTER THIS DATE AND TIME.

www.co.sanmateo.ca.us/first5

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Curriculum and Training of Trainers Program Consultant

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I. PREFACE

A. TIMELINE, GUIDELINES AND CRITERIA:

- | | |
|---|-------------------|
| 1. Release of RFP | January 8, 2010 |
| 2. Submission of Questions to F5SMC | January 22, 2010 |
| 3. Response to Questions from F5SMC | February 1, 2010 |
| 4. Letter of Intent to Apply (Mandatory) | February 2, 2010 |
| 5. Proposal Submission Deadline (Mandatory) | February 12, 2010 |
| 6. Review of Proposals | March 1-5, 2010 |
| 7. Notification of Selected Provider | March 22, 2010 |
| 8. Appeal Deadline | March 30, 2010 |
| 9. Contract Negotiation | April 2010 |
| 10. Contract Approval of Selected Provider | April 26, 2010 |

B. APPLICATION TIMELINE AND PROCESS

Release of RFP January 8, 2010	RFP release will be announced by email, on job posting websites, and posted on the First 5 San Mateo County website at www.co.sanmateo.ca.us/first5.
<u>Optional</u> Submission of Questions to F5SMC January 22, 2010	- Proposers requiring clarification of the intent or content of this RFP, or of the competitive proposal process, are invited to submit questions to First 5 staff via email at first5@co.sanmateo.ca.us. - The submission of questions provides an opportunity for clarification of the RFP requirements and the application process.
Response to Submitted Questions by F5SMC February 1, 2010	F5SMC will provide responses to all submitted questions in writing. Responses to all questions will be posted on the F5SMC web site: www.co.sanmateo.ca.us/first5.
<u>Mandatory</u> Letter of Intent to Apply February 2, 2010 by 5:00 p.m.	- All proposers must submit a one-page, single-spaced Letter of Intent (LOI). The LOI may be submitted by email to: first5@co.sanmateo.ca.us - The LOI should include the name of the entity that will be submitting the proposal, as well as the name, address, telephone number, facsimile number and email address of a principal contact for information regarding the proposal.
Proposal Format	- The Proposal Narrative must be typed in Microsoft Word, double-spaced in no smaller than 11-point Arial font, have margins not less than 1" on any side, and have consecutively numbered pages. - Project Narrative is limited to 15 double-spaced pages MAXIMUM (pages exceeding this limit may not be reviewed). - The Scope of Work Form, Budgets and Budget Narratives, Letters of Support and Audited Financial Statements are considered attachments and do not count toward the project narrative page limits.
<u>Mandatory</u> Proposal Submission Deadline February 12, 2010 by 5 p.m. First 5 San Mateo County 1700 S. El Camino Real, Suite 405, San Mateo, CA 94402	- One electronic copy on a disc or flash drive - One original proposal (unbound hardcopy). <u>Eight stapled copies</u> (use industrial/heavy duty staples in upper left-hand corner). - All proposals must be complete when submitted. No applications or supporting documents will be accepted after 5 p.m. on <u>February 12, 2010</u>, regardless of postmark date.

Review of Proposals March 1-5, 2010	A Review Panel comprised of First 5 San Mateo County staff and outside experts in the fields of early childhood education, health and development, and/or family support will objectively and fairly assess each proposal.
Notification of Selected Provider March 22, 2010	Notification of the announcement of recommendation will be done by fax and email to the selected provider.
Contact with First 5 San Mateo County Employees	- As of the issuance date of this RFP and continuing until the final date for submission of proposals, all First 5 San Mateo County personnel are specifically directed not to hold meetings, conferences or technical discussions with any proposer for the purposes of responding to this RFP <u>except as provided for in this RFP (See below)</u>. Any proposer found to be acting in any way contrary to this directive shall be disqualified from entering into any contract that may result from this RFP. Proposers may not call F5SMC staff with questions about this RFP. Email may be used only to submit Optional Submission of Questions by January 22, 2010 and the Letter of Intent by February 2, 2010.
Appeal Deadline March 30, 2010	- A fax and email informing unsuccessful proposers that their proposal has not been selected for funding will be sent on March 23, 2010. - A proposer wishing to appeal must submit a written appeal to be received by the Executive Director of F5SMC by March 30, 2010. Appeals shall be in writing (emails and faxes will not be accepted).
Contract Negotiation April 2010	After a proposer has been recommended for funding by the Proposal Review Panel and selected for funding by F5SMC, negotiations will commence to institute a contract.
Contract Approval with Selected Provider April 26, 2010	The final contract will be approved by the F5SMC Commission.

C. GUIDELINES AND APPLICATION CRITERIA

Title of Award	KIT FOR NEW PARENTS: Curriculum and Training of Trainers Program Consultant
Funding Allocation	Up to \$121,600.00 will be available for the agreement term.
Number of Awards	1
Application Deadline	February 12, 2010, 5:00 p.m.
Duration of Award	May 1, 2010- June 30, 2011
Purpose	To augment the current Kit for New Parents (KNP) Program by providing enhanced outreach to new and expectant parents, developing and piloting a parent education curriculum for the KNP, and providing a training of trainers for the new curriculum.
Eligible Proposers	Non-profit agencies [501(c) (3)], government entities, private organizations, and independent contractors are eligible.
Principal Contact	Applications must identify a principal contact to serve as the primary proposer, to which funds will be granted. The principal contact will serve as the fiscal agent for the program.
Evaluation	The successful proposer will participate in the F5SMC Comprehensive Evaluation, as well as an evaluation of the parent education curriculum and Training of Trainers series. F5SMC staff will manage the evaluation effort in partnership with SRI International and the KNP Curriculum and Training of Trainers Program Consultant. Clients served through the project, including service providers who participate in the Training of Trainers and parents who receive the parenting education class, will be required to participate in data collection activities. Funding for the evaluation is already set aside by F5SMC; therefore, proposers do not need to include funds for evaluation in their proposed budgets. Technical assistance will be provided to all funded entities to assist them with evaluation requirements.

Supplantation Policy	No First 5 San Mateo County funds shall be used to supplant state or local general fund money for any purpose. First 5 San Mateo County funds shall be used only to fund new projects or to supplement existing levels of service, not to fund existing levels of service.
Contact Information	First 5 San Mateo County Main Office c/o Administration Email: first5@co.sanmateo.ca.us

D. GENERAL PROVISIONS AND RIGHTS

Proposals must be submitted to:

Administration
First 5 San Mateo County
1700 South El Camino Real, Suite 405
San Mateo, California 94402-3050

**By 5:00 p.m.,
February 12, 2010**

This Request for Proposals (RFP) is not a commitment or contract of any kind. First 5 San Mateo County (F5SMC) reserves the right to pursue any and/or all ideas generated by this request. Costs for developing the proposals are entirely the responsibility of the proposers and shall not be reimbursed. F5SMC reserves the right to reject any and all proposals. F5SMC reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of F5SMC.

General Provisions Regarding Public Nature of Proposals. Government Code Sections 6550 et. seq., the "Public Records Act" defines public record as any writing containing information relating to the conduct of the public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

F5SMC cannot represent or guarantee that any information submitted in response to this RFP will be confidential. If F5SMC receives a request for any document submitted in response to this request, it will not assert any privileges that may exist on behalf of the person or business entity submitting the proposal. It is the responsibility of the applicant to assert any applicable privileges or reasons why the document should not be produced.

All proposals submitted in response to this RFP shall become the exclusive property of F5SMC. At such time as F5SMC makes a Notification of Award, all proposals submitted in response to this RFP shall become a matter of public record and shall be regarded as public records.

Proposer's Rights regarding Confidentiality of Proposals. If F5SMC receives a request for any document submitted in response to this RFP, it will not assert any privileges that may exist on behalf of the person or business submitting the proposal. If a proposer believes that a portion of its proposal is confidential and notifies F5SMC of such in writing, F5SMC may, as a courtesy, attempt to notify the Proposer of any request for the proposal. However, it would be the sole responsibility of that proposer to assert any applicable privileges or reasons why the document should not be produced, and to obtain a court order prohibiting disclosure. The Proposer understands that F5SMC is not responsible, under any circumstances, for any harm caused by production of a confidential proposal.

F5SMC's Rights Regarding Confidentiality of Proposals. To the extent consistent with applicable provisions of the Public Records Act and applicable case law interpreting those provisions, F5SMC and/or its officers, agents, and employees retains the discretion to release or to withhold disclosure of any information submitted in response to this RFP.

II. INTRODUCTION

A. Invitation to Submit:

F5SMC welcomes proposals from all qualified providers. F5SMC may, in its sole discretion, enter into contracts with multiple qualified providers.

B. Purpose:

F5SMC requests proposals from independent contractors, local non-profit organizations, governmental entities, and public and private organizations that will achieve the outcomes identified in this RFP (see below).

C. Authority:

Proposition 10, the "California Children and Families Act of 1998" imposed an excise tax on tobacco products and authorized counties to establish commissions to allocate these funds at the local level. Ordinance #03889 was adopted by the San Mateo County Board of Supervisors on March 9, 1999, creating the nine-member Children and Families First Commission (now referred to as First 5 San Mateo County Commission). The Commission was authorized to develop a Strategic Plan and allocate funds accordingly. The First 5 San Mateo County Children & Families First Commission adopted the initial Strategic Plan on March 15, 2000. The most recent update to the Strategic Plan was completed and approved in September 2008.

The First 5 San Mateo County Commission consists of: (a) one member from the Board of Supervisors, (b) the Director of the County Health Department, (c) the Director of the County Human Services Agency, (d) the County Superintendent of Schools, and (e) five public members appointed by the Board of Supervisors. In addition, the F5SMC Commission recognizes the value of youth representation, and therefore invites up to two Youth Commissioners to serve as active members on the F5SMC Commission. The current Commission members are:

- ♦ Harvey Kaplan, M.D., Chair, Public Member
- ♦ Beverly Beasley Johnson, J.D., Vice Chair, San Mateo County Human Services Agency Director
- ♦ Richard Gordon, San Mateo County Board of Supervisors
- ♦ Jean Fraser, San Mateo Health System, Chief
- ♦ Jean Holbrook, Ed.D., San Mateo County Superintendent of Schools
- ♦ David K. Mineta, Public Member
- ♦ Laura Walker, Public Member
- ♦ Angel Barrios, Public Member
- ♦ Jorge Glascock, Public Member
- ♦ Terry Chan, Youth Commissioner
- ♦ Sylvia Chen, Youth Commissioner

D. Background:

Since its inception, First 5 San Mateo County has invested more than \$70 million in local programs and has served over 30,700 children prenatally through age five and 17,800 parents and primary caregivers. Currently, we fund 19 programs through 14 agencies, serving more than 4,700 children and their families. Major investments have included: preschool programs for children residing in low-API school attendance areas, workforce development for child care and preschool providers; home visiting programs for families struggling with low income, domestic violence, substance abuse, or mental

health concerns; kindergarten transition programs; mental health consultation to preschools; health insurance for low-income and other high-need children; and screening to identify children with special needs and link them to assessments and services.

In fiscal year 2008-2009, F5SMC programs served 16,316 individuals (duplicated count), including 5,324 children, 3,037 parents/guardians, and 2,331 providers.

E. First 5 San Mateo County 2009-2015 Strategic Plan:

In September of 2008, the First 5 San Mateo County Commission adopted a new Strategic Plan to guide its investments from January 1, 2009 to June 30, 2015. The Strategic Plan encompasses four focus areas: Early Learning, Child Health and Development, Family Support and Engagement, and Communications and Systems Change. Each focus area includes overarching outcomes, specific strategies for achieving those outcomes, and indicators to help track progress. These outcomes, strategies, and indicators were selected based upon research, best practices, local learning, and community input. Proposers should be familiar with the content of the new Strategic Plan, which is available on the First 5 San Mateo County website at www.co.sanmateo.ca.us/first5.

This RFP targets the Communications and Systems Change focus area through augmentation of our current Kit for New Parents (KNP) Program.

F. Current Kit for New Parents Distribution Structure:

In 2001, First 5 California launched a groundbreaking parent education campaign – the Kit for New Parents -- to provide answers to the myriad of questions expecting and new parents may have. The KNP is a comprehensive guide filled with advice and useful tips for first-time parents. A central element of the KNP is an educational DVD with parenting advice from prominent child development experts and celebrities. In San Mateo County, we customize the KNP with additional items including the Community Information Guide, a reusable child thermometer, a child identification kit, a tooth brushing kit, and a flyer on our local Children's Health Initiative. The Kits are free and available in six languages: English, Spanish, Cantonese, Mandarin, Vietnamese, and Korean.

First 5 California funded an evaluation of the Kit for New Parents that was published in 2004. This research found that the KNP was a valuable resource for new families. Compared with mothers who did not receive a KNP, mothers who received the KNP were significantly more knowledgeable about child development 6-9 weeks after the birth of their child, and these improvements were maintained at a 14 month follow-up. Parents who received the KNP were more likely to obtain appropriate well-baby care, read to their infants, and child-proof their homes. Gains were more striking for Spanish-speaking families and women who received the KNP prenatally. Another key finding from this study was the value of having a service provider go through the KNP along with the parents, reviewing the materials and orienting them to available resources. Providers themselves reported that using the KNP in this way enhanced their parent education services by facilitating discussion on critical issues such as discipline.

Since the program's inception, nearly 2.5 million Kits for New Parents have been distributed across California. Of those, over 33,000 were distributed in San Mateo County through the local Commission's efforts. We have 55 distribution partners locally who disseminate the KNPs to the key populations they serve. In fiscal year 2007-08, F5SMC and its partners distributed 3,482 English KNPs and 2,935 Spanish KNPs. Asian language KNPs launched in fiscal year 2008-09. That year, we distributed 3,150

English, 2,148 Spanish, 124 Cantonese, 64 Vietnamese, 57 Korean, and 93 Mandarin KNPs.

G. Qualified Proposers:

Independent contractors, non-profit agencies [501(c) (3)], government entities, and private organizations are eligible.

H. Communication with F5SMC:

As of the issuance date of this RFP and continuing until the final date for submission of proposals, F5SMC personnel are specifically directed not to hold meetings, conferences, technical discussions, or communications of any kind with any applicant for purposes of responding to this RFP. Any attempt by an applicant, or agent thereof, to contact F5SMC personnel or a member of the Proposal Review Committee regarding the proposal process may be considered tampering and may result in the applicant being disqualified from entering into any contract that may result from this RFP.

I. RFP Modification:

F5SMC may modify the RFP prior to the fixed date for submission of proposals by issuance of an addendum, which will be posted on the F5SMC website: www.co.sanmateo.ca.us/first5.

III. SCOPE OF WORK SPECIFICATIONS

A. Description of Required Kit for New Parent Program Activities:

The proposer will be expected to perform the following activities:

1. Project Planning: Three month planning phase (May 1- July 31, 2010) to develop a coherent program that will accomplish the activities listed in items A2-A5. This planning will be done collaboratively with the F5SMC Staff and community partners as appropriate. Note that planning activities are expected to continue beyond this timeframe as necessary.

Necessary activities include:

- a. Research on best practices for KNP curricula and distribution methods
- b. Build relationships and facilitate partnerships with relevant health care providers and retailers
- c. Conduct a needs assessment to determine possible community partners to train and pilot KNP curriculum
- d. Explore challenges related to Asian language KNP distribution

2. Increased Outreach: Three month timeframe (August 1- October 31, 2010) to grow current KNP outreach activities so that more expectant and new parents in San Mateo County will receive the KNP. Note that outreach may continue beyond this timeframe as necessary.

Necessary activities include:

- a. Identify best partner sites for increased distribution and draft agreements with those sites
- b. Train site contacts on KNP distribution protocol
- c. Address storage needs and provide technical assistance to partners as needed
- d. Work with identified partners to track and evaluate KNP distribution to KNP recipients
- e. Determine initial strategy for targeted outreach to Asian population

3. Create and Pilot KNP Curriculum: Six month timeframe (October 1, 2010- March 31, 2011) to produce and pilot a KNP-based curriculum that enhances parents' understanding of the importance of the first 5 years and provides practical tools for quality parent-child involvement.

Necessary activities include:

- a. Create KNP curriculum and training manual
- b. Pilot curriculum with previously identified KNP pilot partners
- c. Implement changes to curriculum design based on feedback/ evaluation

4. Training of Trainers (TOT): Three month period (February 1-, April 30, 2011) to provide a training of trainers utilizing the piloted KNP-based curriculum in order to extend F5SMC's reach into local communities.

Necessary activities include:

- a. Recruit trainees to implement curriculum within the parenting groups at their respective agencies
- b. Design and conduct TOT workshop(s)
- c. Provide KNP, curriculum, and incentives to TOT recipients to conduct their own trainings within their respective agencies

5. Evaluation/ Reporting Activities: The proposed program requires ongoing evaluation of comprehensive outcomes as mandated by the F5SMC Strategic Plan. Specific elements of the proposed program, such as outreach and curriculum development, will also be addressed. Necessary activities include:

- a. Work with evaluator and community partners to design and distribute a survey to measure the effectiveness of KNP curriculum.
 - b. Distribute the Demo+ and Parent Survey to parents attending workshops.
 - c. Distribute provider survey to TOT trainees.
 - d. Collaborate on preparation of reports and presentations in addition to any other requirements of the F5SMC Comprehensive Evaluation as needed.
- 6. Communication, Collaboration, and Systems Change: This program will involve ongoing collaboration with F5SMC Staff and community partners, as appropriate. The proposer will also identify opportunities to communicate the goals of F5SMC to the public and also how F5SMC funds will be used to meet these goals. Necessary activities include:
 - a. Regular communication on all aspects of the project with the F5SMC Program Specialist and other collaborative partners.
 - b. Inform the public about how and where Proposition 10 funds are invested in San Mateo County.
 - c. Communicate the importance of the first 5 years of life and collaborate to improve systems integration, decrease duplicative services, and create lasting, beneficial systems improvements.
- B. Additional Scope of Work Options:
The services to be delivered are described above, in Section III.A: Scope of Work. However, proposers are not discouraged from proposing additional services or services different in kind than those contained in Section III.A, with a discussion of how the greater or different services proposed would improve the program.
- C. Agreement to Terms:
The proposer must be able to agree to all of the terms of the F5SMC general contract included in Appendix B. If the proposer cannot agree to each term but still wishes to respond to the RFP, the proposer must specifically identify in its proposal the terms with which it cannot comply.
- D. Staffing:
The F5SMC Program Specialist will be the direct liaison between the KNP Curriculum and Training of Trainers Program Consultant and F5SMC staff. The Program Specialist will provide technical assistance and oversee all activities for coherence and integration, as well as contract compliance and quality oversight.
- E. Survey Instruments:
Proposers must agree to administer/use any and all survey instruments as directed by F5SMC, including outcomes and satisfaction measurement instruments.
- F. Agreement Term and Renewal Language:
The Agreement Term will be for 14 months, from May 1, 2010 through June 30, 2011.
- G. Funding Allocation:
Up to \$121,600.00 for the agreement term (May 1, 2010- June 30, 2011).

IV. PROPOSAL CONTENTS

A. Content and Sequence of Proposal:

To be eligible for evaluation, proposers shall adhere strictly to the format set forth below. Each of the required sections identified must be addressed and must be specifically labeled.

The content and sequence of the proposal will be as follows:

Section	Title
1.	Cover Sheet
2.	Table of Contents
3.	Project Narrative
4.	Financial Summary
5.	Proof of Insurance
6.	References
7.	CEO or Board Authorization (If applicable)
8.	Attachments:
	Scope of Work
	Budget Request and Budget Narrative Forms
	Financial Statements

Items 1 through 8 below contain brief descriptions of material that must be included in this proposal.

1. Cover Sheet:

Proposer shall identify the name of the entity that will be providing the services offered in the proposal. The name, address, telephone number, facsimile number and e-mail address of a principal contact for information regarding the proposal shall be supplied. Under the **Publications** section on the home page of the F5SMC web site, www.co.sanmateo.ca.us/first5, there is a specific form for the proposer to use to complete the cover sheet. This form is also included with the RFP as Appendix A.

2. Table of Contents:

Immediately following the Cover Sheet, provide a comprehensive Table of Contents of the material included in the proposal. The Table of Contents must clearly identify the proposal sections and the applicable page numbers.

3. Project Narrative:

A narrative description of the proposed program activities. Project narratives are limited to 15 pages, typed in Microsoft Word, double-spaced in no smaller than 11-point Arial font, have margins not less than 1" on any side, and have consecutively numbered pages. In addressing the requirements of the Scope of Work (see Section III.A) and the F5SMC Strategic Plan, the project narrative should include the following content areas:

- a. Background:
 - i. Needs Assessment/ Planning
 - a. Discuss how you will make use of best practices regarding KNP curriculum design and enhanced outreach.
 - b. Describe your ability to build relationships and partnerships in various settings. Give examples of how this has been achieved successfully in the past.
 - c. Explain one proposed strategy you would utilize to learn more about the challenges of distribution of the Asian language KNPs.
 - ii. Staff Qualifications
 - a. Please detail any previous experience in the following key areas: needs assessment, training, facilitation, curriculum design or development of tools and/or systems.
 - b. What relevant additional skills or experience do you have that would help foster positive working relationships with diverse partners and successfully expand the Kit for New Parents Program?
 - c. Describe how you will maintain a close relationship with F5SMC and other community partners. Include information regarding the key players you anticipate working with and the information you will need from them.
- b. Project Description:
 - i. Enhanced Outreach Activities
 - a. Please explain how you hope to gather information about the following:
 - i. Which populations are the current KNPs reaching most successfully?
 - ii. What components of the KNP do recipients find most useful? Least useful?
 - iii. What would make the KNP more useful or interesting to those populations that are not currently being reached successfully?
 - b. What strategies would you use to engage select health care providers and retailers as KNP distribution partners?
 - ii. Curriculum Design & Pilot
 - a. Describe the curriculum design process and how you would utilize and integrate the KNP contents and information, as well as other critical information on child development and local resources to inform the proposed curriculum design.
 - b. Discuss any challenges you anticipate in designing and piloting the KNP curriculum and how you plan to address them.
 - c. Describe how you will ensure that the pilot process will be used to refine and strengthen the curriculum design.
 - iii. Training of Trainers
 - a. What do you foresee as the critical components of planning, designing, and facilitating a training of trainers?
 - b. Describe how you would structure the training itself to balance content, hold interest of participants, and make it engaging and meaningful.

- c. Evaluation:
- i. Describe any experience you have at evaluating the success of parent education curricula and Training of Trainers workshops. Include information on the following:
 - a. Participants in the evaluation (e.g. parents, service providers)
 - b. Data collection tools and methods (e.g. surveys, focus groups, interviews, observations)
 - c. Key variables examined (e.g. linguistic and cultural competence of the curriculum and/or trainers, parents' knowledge of child development, client satisfaction).
 - ii. Describe your anticipated role in working with F5SMC and the Evaluation Consultant to develop an evaluation plan, select or design appropriate data collection instruments, and implement the evaluation. Identify key variables that will be important to measure in order to ascertain the effectiveness of both the curriculum and training series.
- d. Cultural Competence:
Describe how you will ensure cultural competence, including culturally competent curriculum design as well as the ability to work effectively with programs serving the culturally diverse children and families of San Mateo County. This may include staffing that will enable you to work with people of diverse cultural and linguistic backgrounds, including the large monolingual, Spanish-speaking population served by our funded programs.
- e. Organizational Background (Organizations ONLY. Individuals see 3f):
Describe the agency's history, mission, and services it provides; administrative structure; and experience in providing similar services. With the history include length of time in business, and any experience working with county First 5 Commissions, county departments or agencies, and programs serving children 0-5 and their families or care providers. Describe how this program will fit into your overall organization. Attach an organizational chart.
- f. Staffing:
Describe proposed staff and their duties, including disciplines and degrees, as appropriate. Describe how the training and experience of you or your staff will ensure that the needs of F5SMC and the KNP Curriculum and Training of Trainers Program will be addressed. Identify the contact person and provide information regarding their level of education, background and experience of this person, and include resumes for any proposed staff members. Please specifically indicate any relevant experience in early childhood education, health and development, and/or family support, as well as any previous history of curriculum design, training, or facilitation.
- g. Work Plan and Timelines:
Describe your work plan, including a detailed description of the proposed activities during the planning phase and a timeline for the implementation of services and receipt of deliverables. Demonstrate the capacity to

implement the program by May 2010. See also Section IV.A.8 (Scope of Work).

4. Financial Summary and Financial Statements:
Provide a synopsis of your anticipated budget for the entire contracting period (14 months) of the program, including the process you used to determine your budgetary needs. Detailed financial information for the program will be included as attachments, using the Budget Request and Budget Narrative forms provided in Appendix D.
5. Proof of Insurance:
Attach insurance certificates indicating liability insurance of a minimum of \$1,000,000 for each of the following: comprehensive general, motor vehicle, professional, and worker's compensation.
6. References:
Include five references recently familiar with the quality and reliability of your work. Include the name, mailing address, contact person, email address and phone number for each reference.
7. CEO or Board Authorization (Only Applicable to private organizations):
Private organizations must submit a statement from your chief operating officer (CEO) verifying support for your proposal.
8. Attachments:
 - **Scope of Work:** Using the template provided in Appendix C, prepare a Scope of Work including detailed deliverables referenced in the Scope of Work Specifications (Section III) that show how you will implement the proposed planning and evaluation activities for the period May 1, 2010 – June 30, 2011. The Scope of Work template is also available in the **Publications** section on the home page of the F5SMC web site, www.co.sanmateo.ca.us/first5. See also Section IV.A.3.g (Work Plan and Timelines).
 - **Budget Requests and Budget Narratives:** Using the templates included in Appendix D, provide information about how this program will be staffed and financed during the first 14 months of operations. Include personnel, operating, and other relevant expenditure categories. Include information on any other sources that will fund the proposed program. Identify any subcontractors whose contract will exceed \$25,000. Please submit one Budget and Budget Narrative according to the table below:

Year 1
5/01/10 – 6/30/11

The Budget Request and Budget Narrative templates are also available in the **Publications** section on the home page of the F5SMC web site, www.co.sanmateo.ca.us/first5.

- **Financial Statements:** Provide a copy of the most recent (1 year prior) audited financial statements (Organizations) or Financial Statements (Independent Contractors)

V. PROPOSAL FORMAT

A. Format Guidelines:

Proposals must be submitted both electronically and in paper format. Both electronic and paper copies must be received by the filing deadline. Paper copies must be typed in Microsoft Word, double-spaced in no smaller than 11-point Arial font, have margins no less than 1" on any side, and have consecutively numbered pages. Project narratives are limited to 15 pages. The Scope of Work Form, Budgets and Budget Narratives, and Letters of Support are considered attachments and do not count toward the project narrative page limits. Any materials in excess of the limits may not be considered.

B. Submission Instructions:

Electronic copies of the proposal must be submitted on disc. The original paper copy of the proposal submitted should be unbound, along with eight copies securely bound by an industrial/heavy duty stapler in the upper left-hand corner. No facsimile, email, or telephone proposals will be accepted.

Proposals must be received by 5:00 P.M. on Friday, February 12, 2010.

Submit proposals to:

Administration
First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, California 94402-3050

VI. PROPOSAL PROCESS

A. Schedule of Events:

<i>EVENT</i>	<i>DATE</i>
Release of RFP	1/8/2010
Submission of Questions to F5SMC	1/22/2010
Release of Answer's from Proposer's Conference	2/1/2010
Deadline for Mandatory Letter of Intent	2/2/2010
Proposal Due Date and Time	2/12/2010; 5:00pm
Review of Proposals	March 1-5 2010
Notification of Selected Provider by F5SMC	3/22/2010
Notification of Unsuccessful Applicants	3/23/2010
Appeal Deadline	3/30/2010
Contract Negotiations	April 2010
Contract Approval of Selected Provider	April 26, 2010
Anticipated Agreement Start Date	May 1, 2010

B. Submission of Questions and Letter of Intent:

Proposers requiring clarification of the intent or content of this RFP, or of the competitive proposal process, are invited to submit questions to First 5 staff via email at first5@co.sanmateo.ca.us **by January 22, 2010.**

F5SMC will provide responses to all submitted questions by **February 1, 2010.** These responses will be posted on the F5SMC web site: www.co.sanmateo.ca.us/first5.

Proposers intending to respond to this RFP are required to submit a Letter of Intent no later than **5:00 p.m. on February 2, 2010.** This letter should include the name of the entity that will be submitting the proposal, as well as the name, address, telephone number, facsimile number and email address of a principal contact for information regarding the proposal.

F5SMC is responsible only for what is expressly stated in this RFP and any authorized written addenda thereto. F5SMC is not responsible for, and shall not be bound by, any non-authorized person acting or purporting to act on its behalf.

C. Submission of Proposal:

1. All proposals submitted in response to this RFP shall become the exclusive property of F5SMC.
2. The proposal shall be used to determine the proposer's ability to render the services to be provided. The failure of a proposer to comply fully with the instructions in this RFP may eliminate its proposal from further evaluation as determined at the sole discretion of F5SMC. F5SMC reserves the sole right to evaluate the contents of proposals submitted in response to this RFP and to select a successful contractor, if any.
3. All proposals must remain valid for a period of not less than one hundred twenty (120) days from the closing date for submission.

VII. PROPOSAL SELECTION PROCESS AND EVALUATION

A. Final Filing Date:

The final date and time to submit a proposal is February 12, 2010 at 5:00 p.m. Proposals, in electronic and hard copy (electronic copy by disc or flash drive, one unbound original, and eight stapled copies using industrial/heavy duty staples in upper left hand corner) must be received at the F5SMC office by **5:00 p.m. on February 12, 2010.** The office of First 5 San Mateo County is located at:

First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402-3050

B. Additional Information:

If F5SMC determines, in its sole discretion, that additional information is required or desirable beyond that provided in the proposal(s) of any of the proposer(s), F5SMC may call the proposer(s) for additional information or invite the proposer(s) to make oral and/or written presentations to the Proposal Review Panel.

C. Late Proposals:

Any proposals received after 5:00 p.m. on February 12, 2010 may be rejected by F5SMC as not meeting the requirements of this RFP. Faxed and emailed proposals will not be accepted.

D. Rejection of Proposals:

1. F5SMC may reject any proposals not meeting the minimum requirements of this RFP.
2. F5SMC reserves the right to reject any and all proposals.
3. F5SMC reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of F5SMC. F5SMC's waiver of an immaterial requirement shall not excuse the proposer from full compliance with remaining requirements and the contents of its proposal in the event it is awarded the contract.

E. Proposal Review Panel:

The evaluation of proposals will be made by a Proposal Review Panel comprised of F5SMC staff and outside experts in early childhood education, health and development, and/or family support. The panel will be selected by the Executive Director of First 5 San Mateo County or her designee. The Proposal Review Panel will objectively and fairly assess each proposal and the qualifications of proposers submitting proposals.

F. Proposal Review Criteria:

1. History and Structure of Proposer:

- a. Personnel: Does the proposer have experience providing the required services? Does the proposer have knowledge of early physical, cognitive, and social-emotional development, and of the issues facing San Mateo County's children aged 0-5 and their families?
- b. Experience: How long has the proposer been involved in providing the types of services described in the RFP? What is the proposer's track record in implementing new programs? Does the proposer have a history of successfully managing contracts with public or private agencies? Does the proposer have experience working with other First 5 Commissions, county departments or agencies, or programs serving children aged 0-5 and their families?
- c. What is the proposer's track record in contract compliance, including accounting and record-keeping requirements?

2. Philosophy/Service Model/Curriculum Design:

- a. Is there is a clearly articulated understanding of and commitment to the intent of the program as described in the RFP and F5SMC Strategic Plan, including purpose, scope, population to be served, major design elements, and effective organizational structure?
- b. Will the proposed outreach and curriculum design satisfactorily support the objectives delineated in the F5SMC strategic plan?
- c. Does the proposer demonstrate their track record of positive community collaboration? Do they currently have good relationships in San Mateo County?

3. Scope of Work/Staffing and Operations/Cultural Competency:

- a. Are the activities described in the Scope of Work sufficient to accomplish the goals outlined in the RFP and the F5SMC Strategic Plan?
- b. Is there sufficient staffing proposed to perform the services and activities?
- c. Is the level of expertise and experience of the staff sufficient to provide the proposed services?
- d. Is the proposer's plan for providing culturally competent services consistent with the principles described in the RFP? Does the proposer offer multi-lingual capability as necessary?

4. Planning/Implementation Plan/Timeline:

- a. Will the proposed planning activities allow for the development of a comprehensive, integrated, and cohesive program as outlined in the Scope of Work?
- b. Does the proposal provide enough specificity to support detailed implementation of the required services?
- c. Can the proposed activities reasonably be accomplished within the proposed timeline?

5. Project Budget and Budget Narrative:

- a. Is the budget narrative clear, realistic and specific? Does the narrative demonstrate a thoroughly planned project?
- b. Are budget justifications, including administrative costs, reasonable?
- c. Does the proposal ensure that the project does not supplant state or local general fund money? See Supplantation Policy (Appendix E).
- d. Are budgets and budget narratives for subcontracts exceeding \$25,000 included?

6. References:

Are five references included giving company name, mailing address, contact person, email address and phone number for each reference?

G. Errors or Changes in the Proposal:

If errors are found in a proposal, F5SMC may reject the proposal; however, F5SMC may, in its sole discretion, correct arithmetic and/or transposition errors. The proposer will be informed of the errors and corrections.

If an item is described in the narrative and omitted from the cost data, the proposal will be interpreted to mean that the proposer will provide the item at no cost. If this is a significant item, the proposer will be notified.

Clarification of and changes to proposals prior to contract award are permissible provided that each proposer is treated fairly and equally.

H. Lowest-cost Proposals:

F5SMC reserves the right to accept other than the lowest price when the best interests of F5SMC are served by doing so.

I. Local Preference:

F5SMC reserves the right to give preference to a Bay Area based vendor if deemed in the best interest of F5SMC.

J. Notification:

Notification of the announcement of recommendation will be done by fax and email to the selected provider.

K. Inability to Negotiate an Agreement:

After a proposer has been recommended for funding by the Proposal Review Panel and selected for funding by F5SMC, negotiations will commence to institute a contract. If a satisfactory contract cannot be negotiated, F5SMC may, in its sole discretion, defer the amount of funding to another date or award the funds to another proposer.

L. Appeal Process:

A fax and email informing unsuccessful proposers that their proposal has not been selected for funding will be sent on **March 23, 2010**. A proposer must submit a written appeal to be received by the Executive Director of F5SMC by **March 30, 2010**. Appeals shall be in writing (emails and faxes will not be accepted) and shall be limited to the following grounds:

1. Any failure of F5SMC to follow RFP procedures as articulated in the RFP; and/or
2. The RFP review criteria were not appropriately applied to the proposal.

The proposer must include in a statement of explanation in the appeal letter describing the specific reasons that form the basis of the appeal.

The Executive Director of F5SMC will respond in writing to the appeal within 10 calendar days of the receipt of the written appeal. F5SMC staff may establish a meeting with the proposer in order to discuss the concerns. The decision of the Executive Director of F5SMC is final.

If the instructions of this RFP were not followed in full by the proposer, there are no grounds for appeal to the Commission.

VIII. APPENDICES

Appendix A: Cover Sheet

Appendix B: F5SMC Sample Contractor Agreement

Appendix C: Scope of Work

Appendix D: Budget Request and Budget Narrative Forms

Appendix E: F5SMC Supplantation Policy

Appendix F: F5SMC 2009-2015 Strategic Plan

Appendix G: Kit for New Parents Visual and Description

Appendix H: Comprehensive Evaluation Tools