



2019-2022 Grant RFP All Services

Pre-Bidder's Conference Notes

Attendees: Kim Gentle-Lake Family Resource Center, Mary Prather and Bonnie Bonnett-Easter Seals Bay Area, Jaclyn and Franklin Ley-Mother-Wise, Ana Santana-Lake County Office of Education, Pam Klier-F5L Chair, Carla Ritz and Vicki Hays-F5L staff.

First 5 Lake (F5L) Executive Director, Carla Ritz, first introduced Pam Klier, F5L Commission Chair for the past 2 years and a member of the RFP Ad-Hoc Committee, and then provided the following information to those in attendance.

Introduction to First 5: First 5 exists because of a voter-mandated tax on tobacco products passed in 1998, the proceeds from which are designated for spending on services for children 0-5 within California. Spending by each County's Commission is to be within four result areas: Improved Child Health, Improved Child Development, Improved Family Functioning, and Improved Systems of Care. First 5 revenue is declining as tobacco use throughout the State decreases. For the next two years, First 5 Lake is protected from the fluctuations in tobacco tax revenue by First 5 California's Small Population County Funding Augmentation (SPCFA) thus allowing for a consistent annual income of \$625,000. If the SPCFA were to cease at the end of its current contract (June, 2021), First 5 Lake revenue would decrease by an estimated \$200K+ per year.

SPCFA funds are meant to be used on an annual basis and should not be used for long-term fiscal stability. Per F5L's agreement with F5CA, the majority of SPCFA funds should also be spent on direct services to children, and a minimum of 25% of non-administrative funds are to be allocated for evidence-based or evidence-informed programs. Programs that F5L funds currently or has previously funded using SPCFA funds have included LCOE's Oral Health Project, Easter Seals' Early Learning Centers, and Nurturing Families parenting classes. A list of programs and curriculum and whether or not they meet criteria as evidence-based or evidence-informed can be found at The California Evidence-Based Clearinghouse for Child Welfare website: <http://www.cebc4cw.org/>

First 5 Lake has a history of funding a wide array of services for children and families including: oral health screenings and dental care access, parenting education, developmental screenings and early intervention, AmeriCorps members' involvement in supporting young children and families, School Readiness, Tribal Health home visitation, the Imagination Library and the Hero/Bloom projects.

New strategic plan for 2019-2024: This RFP is based on the planning that has been done thus far toward the creation of a new five-year strategic plan for 2019-2024. In April of this year F5L held a community input session to inform our next strategic plan. As a group, we looked at pictures of infants and five-year-olds and imagined the many different strengths and challenges facing the families which babies will be born into in Lake County in the coming year (see attached) and what it will take to help each of those children to be ready to thrive in kindergarten. The input we received from the community resulted in a list of vision elements and potential roadblocks that the new strategic plan would need to take into account (see attached).

Following that gathering, the Commission developed a revised **Vision, Mission and set of Core Values, as well as a list of Goals, Strategic Priorities and Desired Outcomes** for the next five years (see attached). Each Grant Proposal will need to clearly align with these and should present solid evidence of the potential for making progress toward one of the five identified goals. Successful Grant Proposals will also clearly explain how the proposed project will implement the Strengthening Families Protective Factors which is the framework of the strategic plan. Grant Proposals may fall into several desired result categories and align with multiple goals and/or Protective Factors, and proposal writers should identify those as best they can. There will be no penalty if you apply for a grant under a certain category or goal and the ad hoc committee decides that it belongs in a different category or goal than the one selected.

Review Process: The First 5 Lake Commission formed an Ad-hoc Committee whose members are: Commission Chair Pam Klier, Vice Chair Denise Pomeroy, Commissioner Susan Jen and E.D. Carla Ritz. This group drafted and approved the RFP application and scoring process. They will meet after the application submission deadline to review, score and discuss applications, and then present their recommendations to the Commission for final approval. Following the Pre-Bidders' Conference, questions about the RFP contents or process or about specific proposal ideas will not be taken by Staff, Commissioners or Ad-hoc Committee members outside of the prescribed method of emailing critz.first5@lakecountyca.gov. All questions received in this way, along with the responses given, will be made public on the First 5 Lake website.

Overview and Clarification of RFP Documents and Submission:

- Up until the time the Commission approves grant proposals and awards contracts, all proposals will remain confidential.
- It is recommended that proposal writers reference the scoring sheet when drafting each section of the proposal so that important details are not missed that could lower the score of a proposal unnecessarily. The scoring sheet is provided for reference only and clearly spells out how the Ad-hoc Committee members will arrive at their scores. It should be considered a valuable resource.

- It is recommended that applicants go through the entire RFP packet before drafting a proposal. Page limits do not need to be met, but should not be exceeded. No extra points are awarded for being verbose or reiterating information in multiple ways in order to make a proposal longer. Nor are extra points awarded for being overly succinct. The purpose of page limits is to encourage applicants to be concise, but thorough, and to include what is necessary for the Commission to make an informed decision without providing a dissertation on the topic.
- The Commission’s intention is to award contracts before the start of the next fiscal year, but if the proposals received are not highly scored, they reserve the right to start the process again and seek additional proposals that have a greater chance of achieving the goals of the strategic plan.
- When a proposal is accepted and a contract is negotiated, part of that process will be consultation with the Commission’s outside evaluation consultant, Social Entrepreneurs, Inc. (SEI). SEI staff will collaborate with grantees on the best methods for reporting and evaluating outcomes. The RFP requests that applicants detail how you intend to evaluate your work so that the Commission can see that you have thought through the process and have a realistic idea of what can and cannot be measured in your project, but the F5L evaluation consultant will be involved in the actual process of crafting an evaluation plan for awarded contracts.

Importance of Collaboration and Partnerships: “If you want to go fast, go alone; if you want to go far, go together.” The work we are doing is long-distance work that requires perseverance, and teamwork is crucial to greater impact and sustainability.

Steven Spielberg: *“When I was a kid, there was no collaboration: it’s you with a camera bossing your friends around. But, as an adult, filmmaking is all about appreciating the talents of the people you surround yourself with and knowing you could never have made any of these films by yourself.”*

You can’t expect your idea/program/service to change the future of Lake County’s kids in isolation! Use the grant proposal process as an opportunity to combine forces with other people, agencies and organizations for a bigger, better vision. Small visions have no power to move the hearts of men.

Lin Manuel Miranda (composer of the Broadway play, Hamilton): *“My favorite thing is bringing the song into the room of my collaborators. That’s my favorite part of the process. Not the writing of it, not even it being done. It’s the moment when I know my collaborators are going to make it better.”*

Conference attendees were encouraged to stay after and share their proposal ideas with each other and determine ways to collaborate for greater impact.

QUESTIONS AND ANSWERS:

1. Do PDFs have to be filled out online?
 - a. The only PDF files that are included in the RFP packet posted on the website are the RFP overview, Scoring Sheet (for reference, not for completion), and F5L's healthy beverage and tobacco-alcohol-drug policies – all for reference. All of the working documents for the RFP are in Word or Excel formats. You will download each file, complete it, save your work and email all files together when your proposal is complete and ready for submission prior to the deadline. No PDFs must be altered online. If applicants agree to the F5L policies, they can be printed, signed, and scanned to include in the submission.
2. It doesn't appear that the "staff qualifications" section is long enough to include many details. What level of detail do you expect?
 - a. There is a 1-page maximum for the agency and staff qualifications within the program narrative, but job descriptions are expected to be included as attachments for any position to be funded by the proposal. It is recommended that you not waste page space in the qualifications section on any details about the positions themselves as that information will be detailed in the attachment. Focus on key indicators that demonstrate the level of qualification of your agency and staff.
3. Is there a specific form to be used for job descriptions?
 - a. No. You are free to submit your agency/organization's job descriptions using your own format.
4. Outcomes can be hard to measure. How would we measure resilience?
 - a. Research what tools are out there and come up with your best option for measurement. Attendee Ana Santana shared that she uses a tool called the "Resiliency Quiz" in her work with Differential Response, and that they also use an ACEs questionnaire and the Protective Factors Survey. These resources can be found at: <http://www.resiliencyquiz.com/index.shtml>, <https://acestoohigh.com/got-your-ace-score/>, <https://friendsnrc.org/protective-factors-survey>.
5. Do testimonials hold value for F5L when it comes to evaluation and measurement?
 - a. Yes, individual stories of success are very important to the F5L Commission and are requested in our quarterly reporting forms from all grantees. We have to report hard numbers and demographics to F5CA, because those numbers and statistics combined from all counties tell a statewide impact story, but, locally, individual stories are very valuable.
6. Can you provide clarification on the fiscal management section of the RFP?
 - a. Give a detailed account of how you handle your program's finances – whether you do it in-house, and if so how, or whether it is outsourced and if so how. Just paint a very clear picture of how you account for the funds that you receive.

7. What is the difference between direct and indirect expenses?
 - a. Direct expenses are specifically and easily identified with your project's activities. Indirect expenses are considered overhead costs that are required for general operation of the organization but not directly related to the services being provided.



ALL OF THESE CHILDREN WILL HAVE THE BEST POSSIBLE START IN LIFE AND ENTER KINDERGARTEN READY TO LEARN



Mateo is from Kelseyville. He will be born at Sutter Lakeside Hospital to two parents in their 30's who have three other young children and run a small business. Spanish is their home language, and Mateo will grow-up bilingual. He will meet developmental milestones early from the start.



Everly is from Hidden Valley Lake. She will be born at St. Helena Hospital to a mom who will be diagnosed with post-partum depression and a dad who commutes to the Bay Area for work. They have no family in the area and don't know their neighbors.



Mason is from Clearlake Oaks. He will be born at Adventist Health Clearlake and need specialized care for a few weeks post-birth. His mom will separate from his dad a few weeks before his birth due to domestic violence and will need help finding safe housing & employment.



Elan is from Upper Lake. He will be born at Ukiah Valley Medical Center. His close knit, multi-generational family lives together on tribal land. His mother will enter residential treatment for addiction when he turns two.



Ava is from Lakeport. She will be born at Sutter Lakeside Hospital to parents who just moved to Lake County to work in the cannabis industry. Her special needs won't become apparent until age three.



2019-2024 First 5 Lake Strategic Plan

VISION ELEMENTS

What would it look like five years from now if all of Lake County's children, 0-to-5, had the best possible start in life and were thriving? What would be present?

Earliest Possible Resource Connection	Basic Needs Are Met	User-Friendly Service Delivery	Access to Local Comprehensive Health Care (mind & body)	Access to Quality Early Education
Home visitor/CHW - 1 visit EVERY newborn/family	Affordable housing	No wrong door	Access to quality and timely health care	Quality preschool for all
Hospital to home coordinated care/resources	Housing: Safe, secure, stable, affordable	Non-judgmental service system with warm hand-off	Access to Mental Health Services/AODS	Quality early education
Access to resource information at birth	Basic needs met	Comprehensive service hubs	Specialty care locally	Family early literacy
Early access to all resources available	Food resources: education, healthy options	Social support systems	Early developmental assessments	Early Head Start
Parenting support	Internet communication access for all			Quality early learning experiences
Healthy mother/supportive network	Transportation options			Quality training 0-5 (all levels)
Increased services for 0-3 kids	Economic stability			Early intervention

First 5 Lake Strategic Plan 2019-2024 – Potential ROAD BLOCKS

What could keep us from achieving our vision?

Fragmented Community Visions	Non-Discretionary & Limited Resources	Impacts of Remote Impoverished Community	Prevalence of ACE's	Fear-driven perceptions
Leadership approaches	Disparities in funding priorities	Financial instability	Drugs	Mistrust
Differing priorities, visions and agendas	Restrictive eligibility requirements	Income inequalities	Toxic Stress	Perceptions among general population
Fragmented focus of county-wide priorities	Competition for limited resources	Local economy/low wages	Multi-generational poverty, trauma, substance abuse	Fear of intervention
Risk-averse leaders	Wrong metrics	Geographical barriers	Generational trauma/poverty	Fear of self-disclosure
Fear of failure (agencies and programs)	Funding accountability differences	Small rural community	Conflicting schedules/work overload	Denial
Silos	Duplicated resources	Stagnant labor pool		Misinformation regarding resources (public perception)
Short-term, programmatic planning	Competition	Rural communities (isolated geography)		



Strategic Plan At-a-Glance

Vision

One day Lake County's success will be measured by the wellbeing of its youngest children.

Mission

First 5 Lake builds the early childhood systems and supports needed to ensure Lake County's youngest children are safe, healthy and ready to succeed in school and life.

Values

Children & Family Focus

Inclusive Collaboration

Efficacy & Accountability

Meaningful Partnerships

Integrity

Sustainability

Positivity

Equity

Program Result Areas

IMPROVED FAMILY FUNCTIONING

IMPROVED CHILD DEVELOPMENT

IMPROVED CHILD HEALTH

IMPROVED SYSTEMS OF CARE

Goals

#1 Increased access to parenting education, meeting the diverse needs of parents of all Lake County children 0-5

#2 Family networks of support are strengthened and enriching social connections are increased for all Lake County families with children 0-5

#3 Increased access to high-quality, developmentally appropriate, trauma-informed child care & early education for children 0-to-5

#4 Increased access to health & therapeutic services benefitting all children prenatally through age five

#5 Increased access to an integrated, strategic and user-friendly service delivery system that is continually adapting to enable community to give all children the best possible start in life.