



Request for Qualifications

PRESCHOOL FOR ALL LANGUAGE & EARLY LITERACY ENHANCEMENT

**Availability of Funds from:
First 5 San Francisco**

March 20, 2009

**Request for Qualifications
PRESCHOOL FOR ALL LANGUAGE & EARLY LITERACY ENHANCEMENT**

Contract Amount:	Up to \$130,000 for the first year. Future allocations will be mutually agreed to by Grantee and First 5 San Francisco.
Contract Period:	July 1, 2009 – June 30, 2012
Non-Mandatory Bidders Conference	April 9, 2009, 11:00 – 12:30 a.m. at First 5 San Francisco, 1390 Market Street, Suite 318, San Francisco, CA 94102
Non-Mandatory Letter of Intent	April 13, 2009
Proposal Due Date:	April 30, 2009
Contact Person:	Lisa Lee, Tel. #: (415) 934-4855

Introduction

First 5 San Francisco is committed to supporting young children and their families from birth to five years of age to have access to quality early childhood programs as well as to family support services to enhance child health and safety and strengthen family nurturing and stability. In order to reach this goal: First 5 San Francisco has allocated up to \$130,000 to implement early literacy activities, using the Raising a Reader model, to assist San Francisco parents and providers in participating Preschool for All sites.

The closing date for the submission of applications is 5:00 p.m. SHARP on: April 30, 2009. All applications received after 5:00 p.m. will be considered late and will **not** be accepted. No electronic or faxed submissions will be accepted.

Mail or Hand-deliver one (1) original and four (4) copies of the application to:

First 5 San Francisco
1390 Market Street, Suite 318
San Francisco, CA 94102
Attn: Lisa Lee

ESTIMATED TIMELINE	
RFQ Issued	March 20, 2009
Non-Mandatory Bidders' Conference	April 9, 2009
Non-Mandatory Letter of Intent Due	April 13, 2009
Proposals Due	April 30, 2009
Notice of Recommendation for Funding	May 13, 2009
Tentative Commission Approval	June 3, 2009
Anticipated Contract Start	July 1, 2009

Purpose of this RFQ

The purpose of this RFQ is to secure language and literacy curriculum enhancement services for the First 5 San Francisco's Preschool For All (PFA) initiative. The successful bidder will enter into negotiations for a one year contract with annual renewal at the discretion of First 5 San Francisco. First 5 San Francisco has allocated up to \$130,000 for the first year to implement these activities. Activities supported under this grant may be expanded

in future years subject to the availability of additional funding. Grant renewal and allocation is subject to performance, First 5 San Francisco staff review, annual negotiation of grant award and scope of work, and continued availability of funds.

Background and Development of Proposal:

First 5 San Francisco's vision is that all children will grow up in supportive, nurturing, and loving families and communities, and that they will be supported in their cognitive, physical and emotional development. In March 2004, San Francisco voters passed Proposition H, a Charter Amendment, declaring, "*It shall be the policy of the City and County of San Francisco to provide all four-year-old children who are City residents the opportunity to attend preschool, and it shall be the goal of the people in adopting this measure to do so no later than September 1, 2009.*" First 5 San Francisco was designated as the agency to implement the Preschool For All initiative. This initiative provides free high quality half-day preschool for all San Francisco's four-year-olds, regardless of income. Now in the fourth year of implementing PFA, First 5 San Francisco has built a system that will serve as many as 2,400 children in 2009-10. Participating sites include the school district, other public agencies, Head Start, private and nonprofit centers, and family child care homes. Upon full implementation, as many as 4,800 children are projected to participate in PFA.

As part of the Commission's goal of providing high-quality early childhood education experiences to children through PFA and other investments, First 5 San Francisco is committed to providing curriculum enhancements which support early literacy and school readiness. Consequently Preschool for All has adopted the Raising a Reader (RAR) model as an evidenced based model for effective early literacy and family engagement since 2005. RAR's model fosters healthy brain development and increases parent-child bonding and early literacy skills critical for school success by engaging parents in a routine of daily "book cuddling" with their children from birth to age five. Through this model teachers and parents are provided materials, training and support to increase cognitive, love of literacy, and language skills.

The purpose of this RFQ is to expand the utilization of the RAR model in Preschool for All participating sites, particularly in high need neighborhoods. Funding will also enable the refreshment of materials as appropriate and enhance implementation at existing preschool classrooms by offering training and support to parents and staff.

Links to Strategic Plan Goal and Desired Outcomes:

The provision of language and literacy related curriculum activities in Preschool For All sites is consistent with First 5 San Francisco's Strategic Plan Goal of Enhanced Child Development: "Children will attend high quality preschool". This enhancement positively impacts the capacity of early childhood programs to realize the Preschool For All Program Quality Guideline Standards for Language, Literacy, and Family Engagement. The Standard outlines the provision of opportunities and materials "for the development of each child's cognitive and language skills by promoting interaction and language use among children and between children and adults".

The Standards also emphasize enriched, interactive parent involvement and education to family members responsible for the well being of the child. The training activities aimed at parent education and professional development in the language and literacy curriculum content is a direct support to parents and the early childhood workforce in PFA and their ability to deliver high quality early care and education.

Available Funding and Terms of Grant

First 5 San Francisco has allocated up to \$130,000 for the first year starting FY 2009/10 for providing Preschool For All Language and Literacy Activities. The grant is renewable annually through FY 2011-12. Grant renewal and allocation is subject to performance, First 5 San Francisco staff review, annual negotiation of grant award and scope of work, and continued availability of funds.

First 5 San Francisco reserves the right to negotiate the terms and conditions of the award, including the amount of the contract award. The initial contract period will be twelve months from the date of award. These funds may not supplant existing federal, state, or local revenue sources.

Scope of Work

The qualifying applicant must provide the following language and literacy enhancement services for Preschool For All sites throughout all neighborhoods in San Francisco:

Requested Services

- Qualifying applicant will Purchase and distribute children’s books to at least 140 participating PFA classrooms with the goal of building a “read aloud” routine in the home. The books and materials must be developmentally appropriate for the preschool age child as well as representative of the diversity of families and inclusive of children with special needs. Additionally the selection of materials and books must also be relevant to the variety of children’s experiences.
- Qualifying applicant will develop and implement training for staff to ensure successful program implementation. Qualifying applicant will provide training for staff at 20 new sites and refresher training for staff at least 35 targeted participating sites.
- Qualifying applicant will provide Parent Orientation to at least 20 new classrooms and 25 targeted participating classrooms to increase parent participation.
- Qualifying applicant will provide multiple “read aloud” sessions and technical assistance visits to all new and all current PFA classrooms to positively impact teacher’s best practices in the early literacy and language development content area.

Evaluation and Data Collection

First 5 San Francisco is committed to evaluating the value and impact of funding efforts. Agencies awarded funds will be required to establish, track, and report on data related to the following types of performance measures:

- Measures of practitioner engagement and participation in services;
- Measures of quality and satisfaction;
- Measures of practitioner level changes and outcomes; and
- Measures of child and parent engagement

As part of this RFQ, agencies will develop their Logic Model and Evaluation plan which will guide their compliance with this requirement. Agencies will also demonstrate their capacity to perform evaluation activities as part of the selection process. This includes the request to share the results of past evaluation efforts. If selected, agencies may be asked to revise and/or expand their logic model and evaluation plan with assistance from First 5 San Francisco.

Preferred Qualifications

The bidder must demonstrate the capacity and capability to provide Preschool Language and Literacy Activities. First 5 San Francisco is interested in agencies with the following qualifications:

The qualifying applicant may be a private, public or non-profit institution or organization, and must demonstrate relevant experience in delivering high-quality early literacy and language development activities for:

- Preschool children, consistent with developmentally appropriate practices.
- Their parents and teachers from diverse backgrounds and in multiple languages including English, Spanish and Chinese.

The qualifying applicant must demonstrate experience providing professional development activities. The qualifying applicant must be or become a city and county approved vendor. Applications are available from the office of the Human Rights Commission.

Failure to meet the following requirements will eliminate the applicant from consideration:

- Services must be provided to residents of the City and County of San Francisco.
- If awarded a grant, the applicant must be certified as a City-approved vendor and compliant with the City's insurance requirements within 45 days of award notice or First 5 San Francisco reserves the right to revoke the grant award.
- In addition, the grantee must be a designated Raising a Reader contractor, able to work directly with the Raising a Reader headquarters to order supplies and manage contracts.
- Applicant must follow all guidelines (formatting, page limitations, required attachments, etc.) detailed in the Proposal Content and Instructions section of this RFQ.

Request for Proposal Process and Requirements

Proposal Content and Instructions

To apply for funds, you must mail or hand-deliver one (1) original and four (4) copies of your proposal to First 5 San Francisco's office at 1390 Market Street, Ste. 318 San Francisco, CA **by April 30, 2009**. Any proposal that arrives later than the specified deadline, fails to meet the minimum eligibility requirements or fails to follow submission instructions **WILL NOT** be considered for funding.

Proposal Format

All proposals must:

- Be typed, with a minimum of one-inch margins on each page;
- Use no less than 12-point font;
- Be double spaced;
- Have the page number and program name listed at the bottom of each page; and
- Be within the stated page limits for each section.

Copying

Original proposals must be printed only on one side of the paper, while all ten copies must be printed on **both** sides of the paper.

Review Process and Timeline

A proposal review panel(s), consisting of individuals appointed by First 5 San Francisco will review all completed applications that meet the minimum eligibility requirements. Members of the proposal review panel(s) will evaluate and score each proposal, and make a funding recommendation to First 5 San Francisco. First 5 San Francisco will then make the final selection and conduct contract negotiations.

All proposals will be scored on the following requirements:

- ⇒ Agency Experience and Qualifications – 45 points
 - Mission and Values
 - Agency Experience and Expertise
 - Governance Structure
 - Staffing
 - Community Partnerships
- ⇒ Project Overview – 30 points
 - Project Goal Statement
 - Target Population
 - Project Design
- ⇒ Evaluation Capacity – 5 points
- ⇒ Logic Model and Evaluation Plan – 5 points
- ⇒ Project Management – 5 points
- ⇒ Budget – 10 points

As part of its proposal evaluation process, First 5 San Francisco staff may elect to visit agency sites and meet with agency staff to discuss elements of the proposal. Staff may also contact others in the community regarding the applicant's past history and performance.

Pre-Bidders' Conference

Agencies intending to submit a proposal are encouraged to attend a **pre-proposal conference on April 9, 2009, 11:00 a.m. – 12:30 p.m.** at First 5 San Francisco, 1390 Market Street, Suite 318, San Francisco, CA 94102. The pre-proposal conference will be an opportunity for agencies to seek clarification on the contents of this RFQ.

Non-Mandatory Letter of Intent

Organizations intending to submit a proposal are requested to submit a Letter of Intent, so that it is received by First 5 San Francisco by April 13, 2009. The Letter of Intent should be on agency letterhead and indicate the agency's intent to apply for Literacy and Language Enhancement Activity funds. The letter of intent is not binding and is used by First 5 San Francisco staff to anticipate the number of proposal reviewers needed.

The letter of intent is to be mailed or hand delivered to the following address:

*First 5 San Francisco
1390 Market Street, Ste. 318
San Francisco, CA 94102
Attention: Lisa Lee*

Proposal Format

Proposal Components and Instructions for Each Page:

All proposals must include the following components in this order:

- **Cover Sheet - Form A:** Fill in all boxes. Not to exceed one (1) page.
- **Check List - Form B:** All applicants must check off each item listed and submit this form with its application. Not to exceed one (1) page.
- **Program Narrative - Form C:** Provide all requested information in a narrative format. See Form C for section page limits.
- **Logic Model and Evaluation Plan – Form D:** Complete the Logic Model and Evaluation Plan by using the instructions and examples provided for Form D.
- **Project Management – Form E:** Complete the Project Management table using the instructions provided on Form E.
- **Budget - Form F:** Complete the Budget Summary and Budget Detail spreadsheets by using the instructions provided for Form F.
- **Proposal Attachments to All Proposal Copies:** The following listed attachments should accompany all copies of the proposal.
 - a. Organization chart for the proposal that shows placement of this project in the lead agency and diagrams relationships with any subcontractors.
 - b. Resumes of key staff and consultants and position descriptions of positions to be hired
 - c. Letters of commitment from key partners, if appropriate.
- **Proposal Attachments to ORIGINAL Proposal Copy:** All requested attachments are related to the lead organization. You need only provide one copy of each requested attachment as part of the original application.
 - a. IRS determination letter of 501(c)(3) status
 - b. Most recently filed Form 990 tax return with attachments (Schedule A)
 - c. Most recent financial statement (audited, if available)
 - d. Current agency global budget
 - e. List of current government grants ending beginning June 2005. List funding agency, grant term and brief description of funded services.

Do not bind proposals with any type of cover, cover page, three ring binder or folder. A binder clip and/or staple(s) are acceptable.

Do not include anything that cannot be photocopied or is folded or oversized. Do not include videotape, audiotape or other multi-media.

Appeal Process

The decision of First 5 San Francisco is final and there is no appeal process. However, applicants can request to see copies of reviewers' comments. In order to make your request please stop by First 5 San Francisco offices at 1390 Market St., Suite 318.

Minimum Eligibility Requirements

Failure to meet the following requirements will eliminate the applicant from consideration:

- Applicant must be a community-based organization that is nonprofit and tax-exempt under Section 501(c)(3) of the Internal Revenue Code, a part of the San Francisco Unified School District, City College of San Francisco, San Francisco State University or other educational institution.
- Services must be provided to residents of the City and County of San Francisco.
- If awarded a grant, the applicant must be certified as a City-approved vendor and compliant with the City's insurance requirements within 45 days of award notice or First 5 San Francisco reserves the right to revoke the grant award.
- Applicant must follow all guidelines (formatting, page limitations, required attachments, etc.) detailed in the **Proposal Content and Instructions section of this RFQ**.

Local Business Enterprises

The City strongly encourages proposals from qualified LBEs Pursuant to Chapter 14B. Certified firms may be eligible to receive a 5% to 10% scoring bonus upon confirmed certification of LBE status by the SF Human Rights Commission. Firms must be certified prior to the bid submittal date.

The following rating discount will be in effect for the award of this project for any proposers who are certified by HRC as a LBE, or joint venture partners who are certified as a LBE by the proposal due date. Certification applications may be obtained by contacting HRC as indicated on Page 1, Websites and Contact Information. The rating discount applies at each phase of the selection process. The application of the rating discount is as follows:

- a. A 5% discount to a joint venture with a LBE participation that equals or exceeds 35%, but is under 40%; or
- b. A 7.5% discount to a joint venture with a LBE participation that equals or exceeds 40%.
- c. A 10% discount to:
 - A LBE; or
 - A joint venture between or among LBEs

The requirements of the Local Business Enterprise Ordinance set forth in Chapter 14B of the San Francisco Administrative Code as it now exists or as it may be amended in the future (collectively the "LBE Ordinance") shall apply to this RFP.

1. Human Rights Commission Requirements
 - a. To be eligible for award of this contract, each proposer must agree to comply with the following Local Business Enterprise (LBE) requirements authorized by San Francisco Administrative Code Chapter 2B, Section 12B.4, and Chapter 14B (where applicable), and their implementing Rules and Regulations.
 - b. The HRC Attachment 2 is a part of the RFP and is attached as Appendix D. Proposals may be eligible for up to 10% rating bonus if certain requirements stated in the HRC Attachment are met.

- c. LBE subconsulting goal for this project has been waived. However if sub-consultants and suppliers will be needed please use the Local Business Enterprise Directory published by the SF Human Rights Commission, go to:

http://sfgov.org/site/uploadedfiles/sfhumanrights/directory/vlistS_1.htm

The LBE proposer, proposing as a joint venture with a non-LBE firm is also required to comply with the established goal. The prime association partner must be of the same or similar discipline in order to be eligible for a rating bonus.

Proposals submitted in response to this RFP that fail to comply with the material requirements of the S.F. Administrative Code Chapter 14B and the RFP will be deemed non-responsive and will be rejected.

Proposers are required to comply with HRC Attachment 2 and the following forms must be completed and submitted with the proposal. (These forms are provided in the appendix section of this RFQ).

- Form 2A – HRC Contract Participation Form
- Form 3 - HRC Non-Discrimination Affidavit
- Form 4 - HRC Joint Venture Form (if applying in a joint venture)
- Form 5 - HRC Employment Form

Human Rights Commission Forms

One (1) original and one (1) copy of all required HRC Attachment 2 and Forms must be completed for your firm or each joint venture partner and submitted separately in a sealed envelope and delivered with the proposal package. The sealed envelope shall be titled “*HRC Forms for RFP #1 First 5 Lang & Lit. 2009*” and include the name of the Consultant.

The forms will be reviewed and approved by HRC prior to the interviews. If you have any questions concerning the HRC Forms, contact Bayard Fong, the Human Rights Commission Contract Compliance Officer 415 252-2512, bayard.fong@sfgov.org

Provision of Equal Benefits

1. Effective June 1, 1997, Chapter 12B of the San Francisco Administrative Code was amended to prohibit the City and County of San Francisco from entering into contracts or leases with any entity that discriminates in the provision of benefits between employees with domestic partners and employees with spouses, and/or between domestic partners and spouses of employees. All proposing firms must be certified by the San Francisco Human Rights Commission (HRC) as being in compliance with Chapter 12B. The HRC has developed rules of procedure and various resource materials explaining the equal benefits program. The materials are available by contacting the HRC.
(<http://www.sfgov.org/site/sfhumanrights>)
2. The Consultant shall be compliant and certified with the above Provisions before award of agreement. Consultants that are already 12B (Equal Benefits for Domestic Partners and Spouses) compliant and have no changes to the above provisions, do not have to fill out the HRC12B101 forms again.

Other Requirements

Below is a partial list of significant requirements that will be part of each funded contractor’s contract.

1. Contractor must be a City-approved vendor.
2. Contractor must comply with the monitoring and evaluation requirements. These requirements will be detailed in the contracting process, but include, at minimum, quarterly program reporting via an on-line system and participation in evaluation activities.
3. Contractor must have current insurance coverage (workers compensation, general liability, fidelity bond and automobile, if applicable).
4. Contractor must comply with the criminal screening requirement set forth below.
5. Contractor must prepare monthly online invoices through the Contract Management System for reimbursement of actual expenses.
6. Contractor must be available two times per year for fiscal site visits.
7. Contractor must be available at least two times per year for program site visits.
8. Appropriate contractor staff members must attend all mandatory meetings.

Applicants that are not yet City-approved vendors should begin the certification process as soon as possible, in order to ensure that they are able to meet this requirement if awarded a grant. The City's Office of Contract Administration offers all of the necessary forms on its website, which can be found at www.sfgov.org/oca/purchasing/forms.html. Subcontractors are not required to be City-approved vendors; only the lead organization must be.

The City and County of San Francisco requires all agencies receiving grant funding to comply with a number of regulatory and legal requirements. Some of these requirements are described below.

Criminal Screening Requirement

The City and County of San Francisco requires that all contractors and subcontractors comply with California Penal Code section 11105.3 and request from the Department of Justice records of all convictions or any arrest pending adjudication involving the offenses specified in Welfare and Institution Code section 15660(a) for any person who applies for a paid or volunteer position with the organization, or any subcontractor, in which the individual would have supervisory or disciplinary authority over a minor under his or her care.

If the contractor, or any subcontractor, is providing services at a City park, playground, recreational center or beach (separately and collectively known as "Recreational Site"), the organization shall not hire, and shall prevent its subcontractors from hiring, any person for employment or a volunteer position if that person has been convicted of any offense that was listed in former Penal Code section 11105.3 (h)(1) or 11105.3(h)(3).

If the organization, or any of its subcontractor, hires an employee or volunteer to provide services to minors at any location other than a Recreational Site, and that employee or volunteer has been convicted of an offense specified in Penal Code section 11105.3(c), then the contractor or its subcontractor must comply with that section and provide written notice to the parents or guardians of any minor who will be supervised or disciplined by the employee or volunteer not less than ten (10) days prior to the day the employee or volunteer begins his or her duties or tasks. The contractor shall provide, or make its subcontractors provide, First 5 San Francisco with a copy of any such notice at the same time that it provides notice to any parent or guardian.

The contractor must expressly require all of its subcontractors with supervisory or disciplinary authority over a minor to comply with this requirement as a condition of its contract with the subcontractor.

Other requirements of agencies receiving grant funds include:

- The contractor must comply with the Domestic Partners or Equal Benefits Ordinance. For further information regarding compliance, respondents are encouraged to consult the Human Rights Commission at (415) 252-2500.

- The contractor must comply with the first source hiring program including developing agreements with the City to consider hiring economically disadvantaged individuals for entry-level positions.
- The contractor must comply with the Sunshine Ordinance. In accordance with San Francisco Administrative Code section 67.24(e), contracts, contractors' bids, responses to requests for proposals and all other records of communications between City and persons or firms seeking contracts, shall be open to inspection immediately after a contract has been awarded. Nothing in this provision requires the disclosure of a private person's or organizations net worth or other proprietary financial data submitted for qualification for a contract or other benefit until and unless that person or organization is awarded the contract or benefit. Information provided that is covered by this paragraph will be made available to the public upon request.
- The contractor must comply with a provision of the Sunshine Ordinance that affects non-profits with at least \$250,000 in City funding and at least one applicable contract. The ordinance requires the non-profit to hold at least 2 open board meetings, to allow public access to financial records, and to promote community representation on their Board of Directors or equivalent, and to describe in its RFQ response all complaints regarding compliance with the Sunshine Ordinance in the last two years, and the resolutions of these complaints.
- The contractor must comply with the San Francisco Children and Families Commission Tobacco-Free Policy – Form G.

Reservations of Rights by First 5 San Francisco

- Issuance of this RFQ does not constitute a commitment by First 5 San Francisco to award a contract. First 5 San Francisco reserves the right to reject any or all proposals received in response to this RFQ, or to cancel this RFQ if it is in the best interest of the funding agencies to do so.
- Actual award of funding is dependent on a successful grant negotiation. During the grant negotiation, First 5 San Francisco may seek modifications to the proposed activities and budget. If a grant agreement cannot be completed within a reasonable time frame, determined by First 5 San Francisco, First 5 San Francisco may terminate negotiations and pursue an agreement with a different applicant.
- Applicants submitting a proposal agree that by submitting a proposal they authorize First 5 San Francisco to verify any or all information contained in the proposal.
- First 5 San Francisco's decision to award a grant to an organization that proposes to use subcontractors to perform the work funded by the grant does not waive First 5 San Francisco's right to approve or disapprove the subcontractors selected.
- First 5 San Francisco reserves the right, after grant award, to amend the resulting contract as needed throughout the term of the contract to best meet the needs of all parties.
- The applicant will comply with all requirements of the City and County of San Francisco and the Funding Agencies.

Allowable Grant Costs

First 5 San Francisco awards are cost reimbursement grants for expenditures described in pre-approved budgets. Except for advances of funds, agencies must incur expenses in pursuit of grant activities prior to reimbursement by First 5 San Francisco.

- Requested funding must be used to implement the types of activities described in the Scope of Work.
- This grant shall be used only to supplement, enhance, or augment existing levels of service or create new services. Funds may be used to continue First 5 San Francisco funded programming.
- The funds shall only be used for services to children 0 -5 years old, their families or caregivers, or expecting parents.

Unallowable Grant Costs

- Indirect and Administrative costs may not exceed an amount equal to 12% of the total grant amount. In addition, indirect costs may not exceed an amount equal to 15% of the total identified Personnel costs.
- No grant funds shall be used to supplant state or local general fund money for any purpose. In other words, this funding cannot replace other federal, state, or local funds currently used or already planned and committed for expansion activities, nor may grant funds be used to replace existing program revenues.
- Funds cannot be used for activities outside the Scope of Work.
- Funds cannot be used for capital expenditures.
- Accruals for staff vacation and sick time off