



Request for Qualifications

Kindergarten Enrollment Outreach and Education for Families

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

September 3, 2008

**Request for Qualifications
Kindergarten Enrollment Outreach and Education for Families**

Contract Amount:	Up to \$45,000 for the first year, up to \$75,000 annually for subsequent years
Contract Period:	December 1, 2008 – June 30, 2009, potentially renewable to FY 2010-11
Non-Mandatory Bidders Conference	September 10, 2008, 9:00 – 10:30 a.m. at First 5 San Francisco, 1390 Market Street, Suite 318, San Francisco, CA 94102
Proposal Due Date:	September 26, 2008
Contact Person:	Wei-min Wang, (415) 934-4874

Introduction

First 5 San Francisco is committed to ensuring that all San Francisco children ages 0-5 and their families have access to family support and school readiness 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 \$75,000 per year to implement outreach and education activities to assist San Francisco parents and caregivers in enrolling their children in San Francisco Unified School District (SFUSD) schools.

The closing date for the submission of applications is 5:00 p.m. SHARP on September 26, 2008. 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.

Hand-deliver one (1) original and six (6) copies of the application to:

First 5 San Francisco
1390 Market Street, Suite 318
San Francisco, CA 94102
Attn: Wei-min Wang

ESTIMATED TIMELINE	
RFQ Issued	September 3, 2008
Bidders' Conference	September 10, 2008
Non-Mandatory Letter of Intent Due	September 17, 2008
Proposals Due	September 26, 2008
Notice of Recommendation for Funding	October 10, 2008
Tentative Commission Approval	November 5, 2008
Anticipated Contract Start	December 1, 2009

Purpose of RFQ

Background

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. Under Proposition H, passed by San Francisco voters in March 2004, First 5 San Francisco is charged with implementing the Preschool for All (PFA) program, which aims to make available free, part-day, high-quality preschool to every four-year-old child residing in San Francisco. 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 2008-09. 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 helping children and families with the transition from preschool to kindergarten. First 5 San Francisco works closely with PFA programs, providing funding, curriculum enhancements, and technical assistance to ensure high levels of program quality to better prepare children for success in school. Through its support for summer transition camp (KIT Camp), the Commission provides young children in high-need neighborhoods with a four-week education program to acclimate them to the school environment in the summer before kindergarten. In addition, First 5 San Francisco has supported pilot projects to more closely align curriculum and expectations between the preschool and elementary school programs.

The purpose of this RFQ is to provide funding to support enhanced outreach and education services to parents and caregivers of young children in San Francisco, particularly in high-need neighborhoods, to enable their full participation in the San Francisco Unified School District's kindergarten enrollment process.

Parents and caregivers of young children in San Francisco require extra education and support due to the unique process under which children apply to and are assigned to public schools. The district's open enrollment policies, which allow families to apply to any school in the district without being restricted to school attendance areas, aim to maximize parental choice. But the benefits of open enrollment come with complexities that necessitate well informed and proactive consumers. Each year, significant numbers of parents and caregivers miss important deadlines for school enrollment, potentially reducing their chances of being assigned to a school of their choice. These parents tend to be concentrated in more socioeconomically disadvantaged communities, and they may have difficulties accessing information and fully participating in the enrollment process for a variety of reasons including economic stress, geographic isolation, cultural and linguistic barriers, and lack of familiarity with school district policies and procedures.

The uncertainties and complexities associated with the district's enrollment process can be a source of anxiety and stress for families, so First 5 San Francisco has previously supported neighborhood-based efforts to educate parents and caregivers about enrolling their children in school and to provide families with opportunities to submit their enrollment applications at community sites. Early in 2008, First 5 San Francisco convened a series of meetings to discuss parent's needs during kindergarten transition, and representatives from a diverse range of

agencies and organizations that work with parents made a consensus recommendation to the Commission to provide additional support to parents around the kindergarten enrollment process.

Links to Strategic Plan Goal and Desired Outcomes:

This funding will support achievement of Desired Outcomes associated with the Preschool for All program. These funds will support achievement of these outcomes by increasing the knowledge and capacity of parents and caregivers to effectively navigate the public school enrollment process. The First 5 San Francisco Strategic Plan contains a specific goal area and outcome related to this approach - Goal Two: Enhanced Child Development and Desired Outcome: Children enter kindergarten ready for school.

Available Funding and Terms of Grant

The allocated funding for this project is up to \$75,000 per year. The initial grant period is estimated to be December 1, 2008 through June 30, 2009 at the prorated funding level of up to \$45,000. Starting FY 2009-10, the funding available is up to \$75,000 per year. The grant is annually renewable through FY 2010-11. Grant renewal and award amounts are subject to First 5 San Francisco staff review of the project, annual negotiation of grant award and scope of work, and continued availability of funds. Activities supported under this grant may be expanded in future years subject to the availability of additional funding.

The outreach and education model and services will be defined following the award of this grant and may change over time. The ongoing funds to support these activities will be defined and may be re-negotiated based on the adjusted activities and services.

Scope of Work

Qualifying applicants must demonstrate a comprehensive plan for supporting parents and caregivers to fully participate in the public school kindergarten enrollment process. This would include effective communication with parents of diverse backgrounds, focused in high-need communities, to make them fully aware of their rights, responsibilities and options with respect to school enrollment and registration, and to encourage and support on-time applications for the first round of the student assignment cycle (January 2009). Work supported under this grant should include:

- **Convening stakeholders to gather input on strategies.** Activities could include joint planning efforts with First 5 San Francisco, the Educational Placement Center (EPC) of the school district, and other citywide agencies, as well as community-based organizations such as child care agencies and family resource centers (FRCs). Activities could also include outreach to key institutions and organizations in high-need neighborhoods to develop and refine outreach strategies for families in those communities.
- **Developing and implementing a comprehensive outreach and education plan.** Activities could include analyzing historical application and enrollment patterns; identifying and prioritizing target communities; determining roles and responsibilities for various organizations; leveraging existing resources and relationships and building new partnerships; and researching, developing, implementing, and refining strategies to increase awareness and participation in the enrollment process,

- **Developing, publishing, and updating informational materials and presentations.** Activities could include developing a variety of targeted, concise, and easily comprehensible materials responding to parents' information needs around kindergarten enrollment and kindergarten transition, identifying key messages and information needs for different audiences, and translating materials into other languages.
- **Training service providers to extend outreach capacity.** Activities could include identifying key intermediaries and organizations serving children and families and training them on school enrollment policies, procedures, and ways to better support parents around kindergarten enrollment. Due to the timing of the availability of funds under this RFQ, provider training activities are not expected to be part of the scope of work for the first year of the project, but must be included in plans for subsequent years.
- **Holding parent outreach and education events.** Activities could include sponsoring events in targeted communities to provide more accessible information and enrollment services to increase awareness and boost on-time kindergarten enrollment applications and school registration in high-need areas and among high-need populations. Grant funds could be used to support event costs including, but not limited to, marketing materials, facility rental, stipends, food and refreshments, and child care. Due to the timing of the availability of funds under this RFQ, events leading up to the first-round enrollment deadline in January 2009 are not expected to be part of the scope of work for the first year of the project, but must be included in plans for subsequent years.

Target Population. Qualifying applicants must target their outreach and education services under this grant to the following demographic groups:

- Parents and caregivers of children ages 0-5 in geographic areas of San Francisco identified by the school district as having low on-time application rates for kindergarten.
- Parents and caregivers of children ages 0-5 who may face challenges interfacing with the public schools due to economic stress, geographic isolation, cultural and linguistic barriers, and lack of familiarity with school district policies and procedures.
- Parents and caregivers of children ages 0-5 who are not participating in formal early care and education settings, including family, friend, and neighbor care and other license-exempt arrangements.

Community Partnerships. Qualifying applicants must coordinate and collaborate with other organizations and institutions experienced with serving young children and their families. These must, at a minimum, include:

- First 5 San Francisco;
- SFUSD Educational Placement Center;
- SFUSD Child Development Program;
- Parents for Public Schools – San Francisco
- San Francisco Public Library;
- San Francisco Head Start and other child care agencies; and
- Family resource centers.

In addition, qualifying applicants are strongly encouraged to reach out and partner with additional organizations and institutions, particularly at the community level, such as individual schools, faith-based institutions, health clinics, cultural groups, businesses, etc., to develop grassroots strategies for engaging hard-to-reach populations.

Changes in SFUSD Policies and Procedures. Qualifying applicants are expected to have a comprehensive knowledge of current SFUSD enrollment policies and procedures and to base their scopes of work on these. Should SFUSD enrollment policies and procedures change during the course of the project period, the selected applicant would be expected to consult with First 5 San Francisco to amend its scope of work and adapt its strategies activities to best assist parents in the new landscape.

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 participation in services, including attendance at outreach events;
- Measures of program quality; and
- Measures of participant level changes and outcomes, including on-time enrollment application and registration rates in target communities.

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 may include 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

Agencies funded through this initiative should demonstrate the following qualifications:

- Maintain a primary place of business in San Francisco;
- Demonstrated experience conducting effective parent outreach and education in multiple languages, including English, Spanish, and Chinese (Cantonese and Mandarin);
- Demonstrated capacity to work with and communicate effectively with parents of diverse backgrounds and be responsive to their needs;
- Demonstrated capacity to conduct outreach in diverse, high-need communities directly and/or to partner with community organizations and institutions to conduct such outreach;
- Demonstrated knowledge and expertise related to San Francisco Unified School District (SFUSD) kindergarten enrollment policies and procedures;

- Demonstrated experience working with SFUSD management and leadership to solve problems and accomplish common goals;
- Demonstrated history of collaboration with other agencies or organizations serving children and families to accomplish common goals;
- Demonstrated experience and capacity for planning and organizing community outreach and education events for parents and caregivers; and
- Demonstrated project management skills and ability to deliver work products in a timely manner.

Request for Qualifications Process and Requirements

Proposal Content and Instructions

To apply for funds, you must hand-deliver one (1) original and six (6) copies of your proposal to First 5 San Francisco's office at 1390 Market Street, Ste. 318 San Francisco, CA **by 5:00 p.m. SHARP on September 26, 2008**. 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 six 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-Proposal Conference

Agencies intending to submit a proposal are encouraged to attend a pre-proposal conference on **September 10, 2008 at 10 a.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 **September 17, 2008**. The Letter of Intent should be on agency letterhead and indicate the agency’s intent to apply for funds. The letters of intent are not binding and are used by First 5 San Francisco staff to anticipate the number of proposal reviewers needed.

The letters of intent are to be mailed or hand delivered to the following address:

*Wei-min Wang
 First 5 San Francisco
 1390 Market Street, Ste. 318
 San Francisco, CA 94102*

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 or a part of City College of San Francisco or San Francisco State University.
- 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.**

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

FORM A –COVERSHEET

Kindergarten Enrollment Outreach and Education for Families

First 5 San Francisco

FY 2008 - 2009

Complete the Proposal Cover Sheet

**This will serve as the front cover of your proposal.
An official authorized to bind the entity must sign it.**

Name of Agency/Organization	
Program Contact/Title	Telephone Number
Alternate Contact/Title	Telephone Number
Agency Address	FAX Number
Amount of Grant Application Request- Three year budget	\$
Name of Agency Director	
Signature of Agency Director	
Name of the President of the Board of Directors	
Signature of President of the Board of Directors	

**Application Deadline:
September 26, 2008
at
First 5 San Francisco
1390 Market Street, Ste. 318
San Francisco, CA 94102**

FORM B: CHECK LIST - Kindergarten Enrollment Outreach and Education for Families

Submit one (1) original and six (6) copies of the following:

FORMS

- _____ Form A: Cover Sheet
- _____ Form B: Check List
- _____ Form C: Program Narrative
- _____ Form D: Logic Model and Evaluation Plan
- _____ Form E: Project Management
- _____ Form F: Budget

ATTACHMENTS TO ALL COPIES OF PROPOSAL

- _____ Organization chart for the proposal that shows placement of this project in the lead agency and diagrams relationships with any subcontractors
- _____ Resumes of key staff and consultants and position descriptions of positions to be hired
- _____ Letters of commitment from key partners, if appropriate
- _____ List of Board Members

ATTACHMENTS TO ORIGINAL

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, not the six (6) additional copies required for all other forms.

- _____ IRS determination letter of 501(c)(3) status
- _____ Most recently filed Form 990 tax return with attachments (Schedule A)
- _____ Most recent financial statement (audited, if available)
- _____ Current Agency Budget
- _____ List of current government grants ending beginning June 2005 and a brief description of the activities funded.

Do not include any materials or attachments other than those listed above. Additional materials will be discarded, and they will not be provided to the proposal review panel.

FORM C: PROGRAM NARRATIVE

Please provide the following information in narrative format. Your response will be read and scored by outside reviewers, so please be clear and concise in your answers. In order to make your proposal easier to read and score, your narrative should follow the structure outlined on the following pages, and each section should include the titles listed below in bold. Be sure to stay within the page limits listed for each section.

A. Agency Experience and Qualifications (3 page limit)

A.1. Mission and Values

Directions: Describe the mission and core values/operating principles of your agency.

A.2. Agency Experience and Expertise

Directions: Describe your agency's special expertise as it relates to the RFQ and your agency's ability to leverage additional funding or support for this RFQ.

A.3. Governance Structure

Directions: Describe the leadership and governance structure of your agency (attach list of Board Members).

A.4. Staffing

Directions: Identify the key staff responsible for management and implementation of the proposed project; include the relevant experience of key staff.

A.5. Community Partnerships

Directions: If appropriate to your program design, describe community partnerships that are in place to support the activities of this RFQ (attach letters of commitment).

B. Project Overview (5 page limit)

First 5 San Francisco Strategic Plan Goal: Enhanced Child Development

Strategic Plan Desired Outcomes: Children enter kindergarten ready for school.

B.1. Project Goal Statement

Definition: A project goal is a broad, general statement of what you want to accomplish.

Example: Operate a mobile health van that will provide basic health care and health information to families in remote areas of the city.

Directions: Write a goal statement for this project then select and identify one or more of the First 5 San Francisco Strategic Plan Desired Outcomes outlined above that you feel best aligns with your project goal. Describe the connection between your project goal and the desired outcome(s) you have selected.

B.2. Target Population

Definition: Demographic group that will be served by the project you are proposing; often can also include an assessment of the needs and strengths that are specific to the group being targeted for service. *Example: We will engage a total of 200 low-income parents and their*

children 0-5 from the Sunset District of San Francisco. Parents exhibit a need for economic supports as evidenced by high rates of poverty (include data) and unemployment (include data).

Directions: Describe the target demographic group and the geographic area to be served. Include a description of any needs and strengths that were not addressed in the introductory section of this RFQ.

B.3. Project Design

Directions: Describe the design of your project, including:

- Proposed services that will be developed to satisfy the required and suggested services of this RFQ
- Estimated frequency of services and the number of children and families to be served
- Responsible staff and integration of services into existing agency structure
- Integration of project within surrounding service community (i.e. ensuring continuity of service when participants' needs extend beyond your agency's scope)
- Evidence from field literature that leads you to believe your project will be effective in addressing the needs of the target population.

Complete Form D to provide the specifics of core services that will lead directly to your desired outcomes.

Complete Form E – Project Management. This form allows you to describe a project work plan. The work plan should describe important milestones of project implementation and provide describe the occurrence of service offerings.

C. Evaluation Capacity (1 page limit)

Directions: Form D will guide you in developing an evaluation plan that details participation measures, measures of quality, outcome measures, measureable targets, and data sources so that information is not required in this section. In order to help us learn more about your agency's ability to implement the plan described on Form D, please provide an overview of your agency's approach to evaluation and continuous improvement, including:

- 1) A description of your agency's experience with and capacity to manage evaluation and measurement tasks such as survey design and data collection strategies, data analysis, and report writing. Discuss strategies you have used successfully in the past and intend to replicate or if your experience is more limited describe resources that may be available to assist your agency in this area.
- 2) Findings from past evaluations that are relevant to this proposal and/or related evaluation projects that are currently underway.
- 3) Describe how the information collected will be used to inform program improvement, shape future program activities, and/or contribute to technical assistance plans.

FORM D: LOGIC MODEL AND EVALUATION PLAN - INSTRUCTIONS

Complete Form D to provide an overview of the services and major project deliverables that will take place once your project is in its full implementation phase. Services described in this section should lead directly to your desired outcomes. Form D also requires you to describe how you will measure your services and the resulting outcomes. See Form D Example Page.

Glossary of Form D Terms

Services – Core activities and major project deliverables that lead directly to your desired outcomes. *Example: Implement a parenting class that will run for 10 weeks with 2 hour weekly sessions.*

Outputs - In a general sense “outputs” are the most immediate, measurable products of your planned services. They describe not just what your project will do, but for whom and how well. First 5 San Francisco has identified two types of outputs - - participation and quality of service delivery.

Participation Outputs – Specifies who and how many will participate in each service. *Example: 200 parents will leave event with information about parenting classes and other community resources.*

Quality Outputs – Specifies the level of quality associated with each service and tells you how well you are doing with respect your service delivery. *Aspects of quality that can be the focus of attention for any given activity can include: general satisfaction; ease of use; appeal; accessibility; cultural competence; staff availability; and staff expertise, etc. These can be measured through satisfaction surveys; focus groups; self-assessments; or external reviewer assessments.*

Outcomes – The expected changes and benefits for your target population that will result from each service. Most likely your proposal will focus on immediate and intermediate outcomes as defined below.

Immediate Outcomes - the expected change in the awareness, skills or knowledge of the target population

Intermediate Outcomes - expected change practice, behavior, or application of knowledge
Example: 80% (of the 25 parents) will improve their parenting skills. Outcomes can be measured through participant surveys, staff surveys, focus groups, and pre/post tests.

Measure (sometimes also referred to as Performance Measure) - a quantifiable method for tracking and gauging your performance. *Example Participation Measure: number of participants completing the 6 week course.*

Target - the desired condition or optimal level of performance for each measure (*i.e. what was planned*)

Data Source – tools, instruments, forms, and data collection approaches that will generate the information you need to complete your performance measurement. *Examples: service/case logs, attendance/sign-in sheets, meeting minutes & agendas, focus groups, questionnaires/surveys,*

self-assessments, pre- and post-tests, environmental rating scales and other program observations.

FORM D: LOGIC MODEL AND EVALUATION PLAN – INSTRUCTION AND EXAMPLE SHEET

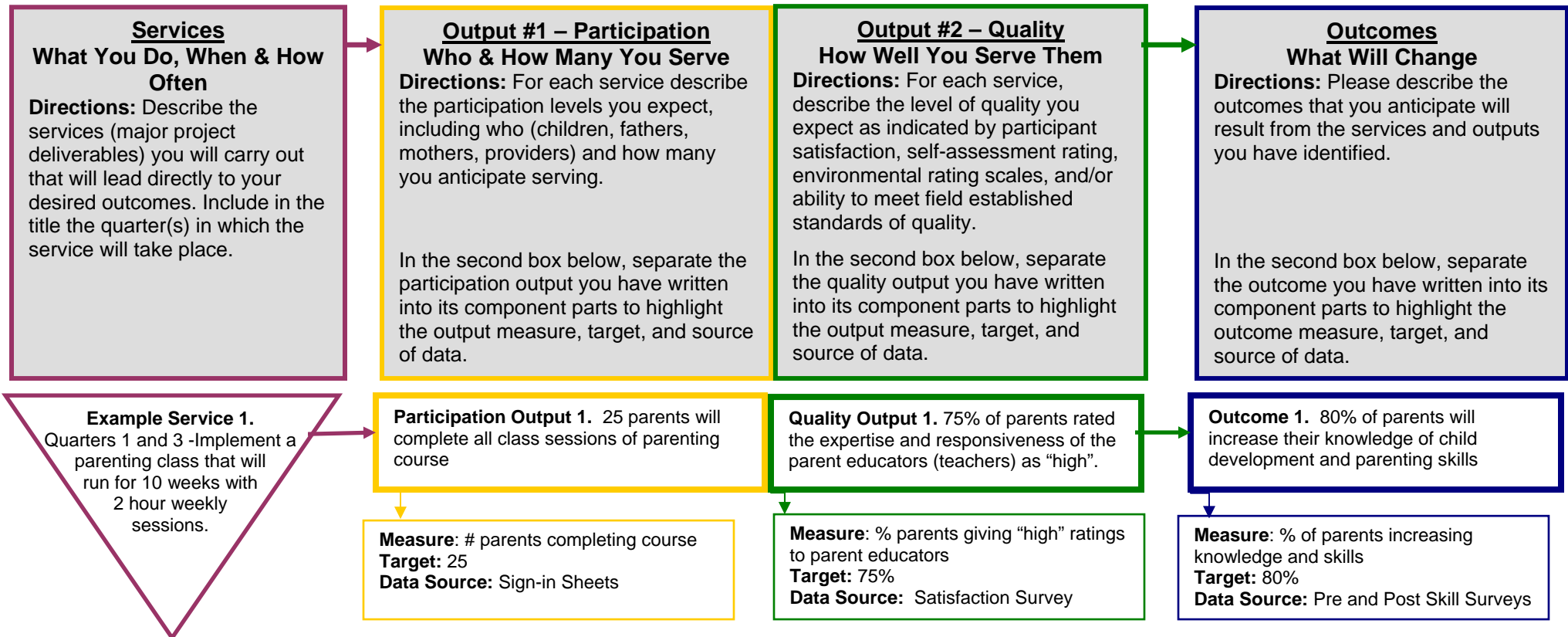
First 5 San Francisco Strategic Plan Goal: Enhanced Child Development

Project Goal Statement -

Directions: Write your goal statement from Part B.1. of the RFQ.

First 5 San Francisco Desired Outcome(s) -

Directions: Children enter kindergarten ready for school.



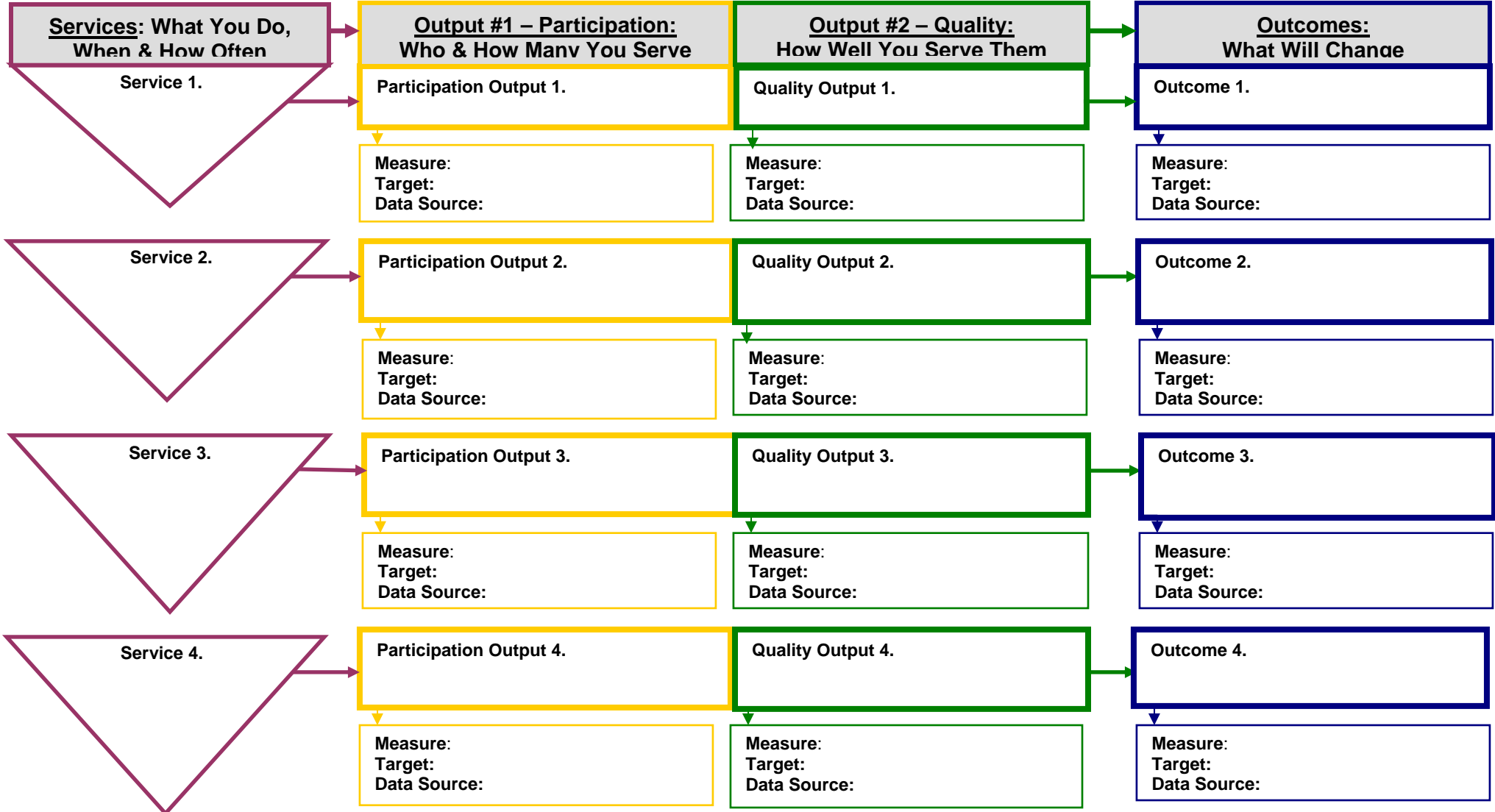
FORM D: LOGIC MODEL AND EVALUATION PLAN – Use Additional Pages as Needed

Project Name: _____

First 5 San Francisco Strategic Plan Goal: Enhanced Child Development

Project Goal Statement -

First 5 San Francisco Desired Outcome(s) - Children enter kindergarten ready for school.



FORM E: PROJECT MANAGEMENT – Expand Table as Needed

Use the table below to describe the tasks that must be performed in order to manage the project effectively. The table requires that you describe two types of tasks:

- 1) Tasks that support start-up, such as hiring and training staff, acquiring facilities and equipment, securing collaborative partnerships, pilot testing strategies, etc.
- 2) Tasks that support the ongoing management of your project once in full implementation and enable successful delivery of the core services described in Form D, such as development or revision of curricula, ongoing staff development, recruitment and outreach of participants, etc.

Project Start-up			
Task	By Whom	By When	Anticipated Challenges
Ongoing Project Management			
Service 1: _____			
Task	By Whom	By When	Anticipated Challenges
Service 2: _____			
Task	By Whom	By When	Anticipated Challenges

FORM F: BUDGET – INSTRUCTION SHEET

Use Attachment 3 to create a line item budget for 1) an initial planning and ramp up period and 2) a full year of operation.

Please provide the amount being requested from the funding agencies in the amount requested column. If there is other funding being leveraged for a budget line, report that amount in the “Funding from other Sources – Cash” column. If there are other resources being leveraged for a budget line, report the value of those resources in the “Funding from other Sources – In-Kind” column. Provide a total of the resources committed to the project in the “Total” column.

This contract will be cost-reimbursable, meaning it is based on actual expenditures. Grantees are required to maintain documentation of all program expenses billed to the activities funded through this RFQ, and you will be asked to produce receipts, cancelled checks and supporting documents during the fiscal site visit.

A. Personnel: List the position titles, percentage full-time equivalent (FTE, e.g., 100 for 1FTE, 50% for .5FTE) for the entire program personnel, and the hourly pay rate for all staff members. Listing the hourly pay rate is particularly important because all funded programs should be in compliance with San Francisco’s Minimum Compensation Ordinance. The text of the Minimum Compensation Ordinance can be found online at <http://www.sfgov.org/oca/lwlh.htm>.

B. Fringe Benefits/Taxes: While you are not required to show calculations for fringe benefits and taxes related to each employee on the budget form, you are required to show these calculations as part of the budget narrative.

C. Professionals/Consultants: This category should include payments made to individuals who provide special services in order to help you operate your program, but who are not employees, such as consultants, trainers or evaluators. Outside consultants that are paid to provide staff development services should also be included here. Please follow the instructions provided on Form F for this section and show all calculations.

D. Subcontractors: This refers to subcontractors who provide services to your target population to help enhance your program. Subcontractors are usually other nonprofit, community-based organizations. The total listed here should only reflect the subcontractor’s program expenses; the subcontractor’s administrative expenses should be listed on a separate line in the Administrative Expenses portion of the budget spreadsheet.

E. Program Materials and Supplies: List all materials and supplies used by your program. This includes paper and pencils, books, arts and crafts supplies and recreational equipment, for example. This category should also include reproduction costs for program materials. Please show all calculations.

F. Other Program Expenses: This category is for items that do not fit into any of the above categories. For example, costs for criminal screening and fingerprinting can be shown here. Other examples include youth stipends, field trips, special events, mileage, MUNI fast passes, bus rentals, graduation ceremonies and food for participants.

Please break out your program’s other expenses, and do not include a line item titled “Other Program Expenses” with a lump sum amount.

G. Administrative and Indirect Costs: Total Administrative and Indirect Costs must not exceed 15% of the total grant budget. The 15% cap also applies to all subcontractors. A lower threshold of 1 – 10% will apply to contracts with pass-through items such as stipends, reimbursements and subcontracts, with the percentage depending on the dollar amount of the pass-through.

Grantees must provide line-item detail for Administrative Costs in their grant budgets.

Allowed prorated indirect costs include audit, insurance, bookkeepers, accounting services, payroll, the executive director's salary and other administrative support salaries. In addition, this category includes the prorated cost of administrative postage, rent, equipment lease, utilities, pagers, phone bills, cellular phone bills, janitorial services, insurance, Internet lines, etc.

Administrative Costs

List the position titles, percentage full-time equivalent (FTE, e.g., 100 for 1FTE, 50% for .5FTE) for administrative personnel charged to this grant, and the hourly pay rate for all staff members. Listing the hourly pay rate is particularly important because all funded programs should be in compliance with San Francisco's Minimum Compensation Ordinance. The text of the Minimum Compensation Ordinance can be found online at <http://www.sfgov.org/oca/lwlh.htm>.

**SAN FRANCISCO CHILDREN AND FAMILIES COMMISSION
TOBACCO – FREE POLICY**

Section 1. Definitions.

As used in this Policy the term:

“City” shall mean the City and County of San Francisco.

“Commission” shall mean the San Francisco Children and Families Commission.

“Contract” shall mean an agreement for grants to be provided, or for goods or services to be purchased out of the San Francisco Children and Families Trust Fund under the control of the Commission and does not include property grants, agreements entered into pursuant to settlement of legal proceedings, or contracts for a cumulative amount of \$5,000 or less per vendor in each fiscal year.

“Contractor” means any person or persons, firm, partnership, corporation, or combination thereof, who enters into a contract all or part of the funding of which comes from the San Francisco Children and Families Trust Fund.

“Director” shall mean the Executive Director of the San Francisco Children and Families Commission.

“Subcontract” shall mean an agreement to provide goods and/or services, including construction, labor, materials or equipment, to a contractor, if such goods or services are procured or used in the fulfillment of the contractor's obligations arising from a contract subject to this Policy.

“Subcontractor” means any person or persons, firm, partnership, corporation or any combination thereof, who enters into a subcontract with a contractor. Such term shall include any person or entity who enters into an agreement with any subcontractor for the performance of 10 percent or more of any subcontract.

Section 3. Tobacco-Free Policy

(a) Policy

Every contract awarded by the Commission shall incorporate by reference and require contractor to comply with the provisions of this section. In addition, all contractors must include or incorporate by reference in all subcontracts and require subcontractors to comply with the requirements of this Policy; failure to do so shall constitute a material breach of contract.

In the performance of a contract, the contractor or subcontractor shall agree as follows:

(1) Smoke-Free Workplaces

The Contractor shall prohibit smoking in its offices, automobiles or at Contractor-sponsored events located in the City and County of San Francisco.

(2) Tobacco Hazards Education and Smoking Cessation Referrals

The Contractor shall make available to clients, employees and community members educational materials, provided by the Commission, on the health hazards of tobacco.

The Contractor shall make available to clients, employees and community members, at the Contractor's offices and service delivery and event sites, information provided by the Commission, regarding smoking cessation services.

(3) Divestment

The Contractor shall divest from any investment in companies that, at the time the Contractor responds to a solicitation of bids from the Commission, derive more than 15 percent of their revenues from tobacco products.

(4) Disclosure of Tobacco Industry Funding

The Contractor shall report annually to the Commission the receipt of any moneys from a person, persons, firm, partnership, corporation, or combination thereof that derives more than 15 percent of its revenue from the production or sales of tobacco products. The report shall include the name of the entity, the amount received, the percentage of the agency's total budget the amount represents, the purpose of the contribution, and any efforts made to obtain alternative funding.

(b) Penalties

(1) Whenever the Director determines that a person or entity under contract with the Commission has violated any provision of the Tobacco-Free Policy described in section, the Director shall have the authority to impose such sanctions or take such other actions as are designed to ensure compliance with the provisions of this Policy which shall include, but are not limited to:

(A) Suspension or termination of a contract;

(B) Ordering the withholding of funds due the contractor under any contract with the Commission;

(C) Disqualification of a bidder or contractor from eligibility for providing commodities or services to the Commission for a period not to exceed five years, with a right to review and reconsideration by the Commission after two years upon a showing of corrective action indicating violations are not likely to reoccur.

(2) All contracts shall provide that in the event any contractor fails to comply in good faith with any of the provisions of this Article the contractor shall be liable for liquidated damages in an amount up to five percent of the contractor's net profit under the contract, or ten percent of the total amount of the contract dollars whichever is greater. All contracts shall also contain a provision whereby the contractor acknowledges and agrees that the liquidated damages assessed shall be payable to the Commission upon demand and may be set off against any monies due to the contractor from any contract with the Commission.

Section Four. Waivers and Exceptions

(a) Sole source.

The Director may waive the requirements of this Policy whenever the Director finds that the needed goods or services are available only from a sole source and the prospective contractor is not otherwise currently disqualified from doing business with the City, or from doing business with any governmental agency based on any contract compliance requirements.

(b) No qualified bidders who comply and service/project is essential to City/residents.

After taking all reasonable measures to find an entity that complies with the Policy, the Director may waive any or all of the requirements of this Policy for any contract or bid package advertised and made available to the public, or any competitive or sealed bids received by the Commission as of the date of the enactment of this Policy where the Director determines that there are no qualified responsive bidders or prospective contractors who could be certified by the Commission as being in compliance with the requirements of this Policy and that the contract is for goods, a service or a project that is essential to the City or City residents.

(c) Bulk purchasing arrangements through federal, state, regional or City entities.

The Director may waive the requirements of this Policy where the Director determines that transactions entered into pursuant to bulk purchasing arrangements through federal, State, regional or City entities that actually reduce the

Commission's purchasing costs would be in the best interest of the Commission.

(d) Contract serves public benefit.

The Director may waive the requirements of this Policy where the Director determines that the benefit of the contract to the public and the Commission's ability to carry out its charge pursuant to state and local law outweigh the harm in the contractor's noncompliance with the Policy.

(e) Contractor is a public entity.

This Policy shall not apply where the prospective contractor is a public entity or City Commission and the Director finds that the proposed contract is necessary to serve a substantial public interest.

(f) Requirements violate public agency grant and good faith attempt has been made to change conditions of grant.

This Policy shall not apply where the Director finds that the requirements of this Policy would violate or be inconsistent with the terms or conditions of a grant, subvention or agreement with a public agency or the instructions of an authorized representative of any such agency with respect to any such grant, subvention or agreement, provided that the Director has made a good faith attempt to change the terms or conditions of any such grant, subvention or agreement to authorize application of this Policy.

(g) Retirement and Pension Plans

This Policy shall not apply to a contractor or subcontractor's investment of funds where the funds are held in trust for the benefit of employees or third parties.

(h) Federal or State law

This Policy shall be construed and applied so as not to conflict with applicable federal or State laws, rules or regulations.

Section 5. Effective Date

This policy shall apply to all contracts entered into on or after July 1, 2001.