



## CASWELL COUNTY PARTNERSHIP FOR CHILDREN TWO YEAR REQUEST FOR PROPOSALS GUIDELINES

**TITLE:** Caswell County Partnership for Children Smart Start Activity Proposals for Program Support

**ISSUE DATE:** August 22, 2018

**ISSUING AGENCY:** Caswell County Partnership for Children  
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**Proposals subject to the conditions made a part hereof will be received until 4:00 p.m., Monday, September 10, 2018 for furnishing services described herein.**

SEND ALL PROPOSALS DIRECTLY TO THE CASWELL COUNTY PARTNERSHIP FOR CHILDREN AT THE EMAIL ADDRESS AS SHOWN ABOVE.

Interested parties must submit one electronic copy of the Request For Proposals (RFP) application to the Executive Director at [ccp4child@esinc.net](mailto:ccp4child@esinc.net).

Direct all inquiries concerning this RFP to Sandra Hudspeth, Executive Director at the telephone number or email address as shown above.

**It is the Contractor's responsibility to ensure that all information has been reviewed.**

# Smart Start Activity Proposal Guidelines

## BACKGROUND

**Mission:** The Caswell County Partnership for Children unites the community to provide families with resources and services to enable all children to reach their fullest potential.

Consistent with State laws and regulations, CCPFC funds programs to improve the quality, affordability, and availability of child care as well as family literacy and program support efforts to address the needs of children birth to age five and their caregivers.

## INTRODUCTION

The **Caswell County Partnership for Children** (hereinafter referred to as CCPFC) is soliciting proposals to establish contracts through competitive negotiations. The purpose of this Request for Proposals (RFP) is to acquire the services of qualified contractors (hereinafter referred to as the "Contractor").

This RFP is for Two Year Bids for Ongoing Services. The prospective Contractor must submit a cost proposal that includes an annual budget ending June 30<sup>th</sup> for each fiscal year of the proposal period.

Proposed services must 1) be **evidence-based and/or evidence-informed** and 2) address **the identified community need listed below as it relates to families and children age birth to five**.

Full proposals should cover the time period of October 1, 2018 – June 30, 2020. The first year Contract will begin **October 1, 2018** and end **June 30, 2019**. Funding is approved on an annual basis, per fiscal year (July 1 – June 30). Contract(s) for subsequent fiscal years will be executed **only after confirmation of satisfactory performance by the Contractor & of the availability of funds for this purpose**. Additional information may be required prior to execution of FY 2019-20 contract. **Evaluation plans, including output & outcome projections, also to be re-negotiated each year.**

CCPFC may also amend or terminate contracts in the event of noncompliance, changes in scope of work, or change in the availability of funds to CCPFC. **Smart Start funding is contingent on the approval of funding by the North Carolina General Assembly and the North Carolina Partnership for Children (NCPC)**. The actual amount available for each fiscal year will not be determined until the North Carolina General Assembly approves the state budget each year. All decisions made by the CCPFC Board of Directors are based on funding availability.

## IDENTIFIED COMMUNITY NEEDS

Contractors must address **the identified community need listed below, as it relates to families and children age birth to five**:

- **Program Support:** Program support ensures accountability and measures impact of funded programs

## PROPOSAL REQUIREMENTS

The response to this RFP shall consist of the following sections, using the CCPFC format. The following sections must be submitted in the order indicated and in accordance with required page limits, if applicable. All of the forms are available online at <http://www.caswellchildren.org/rfp.html> or by request.

- I. **Cover Page, Signed Agreement** (See Section I in RFP Application)
- II. **Detailed Application** (See Section II in RFP Application)
- III. **Cost Proposal & Budget forms** (See RFP Budget Forms)

Prospective Contractors should refer to the following documents available on the CCPFC website at: <http://www.caswellchildren.org/rfp.html> (**Request for Proposals Page**):

- ✓ **CCPFC Smart Start Activity Request for Proposals Application**
- ✓ **CCPFC Smart Start Activity Cost Proposal & Budget Forms**
- ✓ **Sample Contract Activity Descriptions**

<http://www.caswellchildren.org/local-data--reports.html> (Local Data and Reports Page):

- ✓ 2016 CCPFC Needs Assessment Report
- ✓ 2016-17 Smart Start Final Activity Report
- ✓ EC Profile Report FY 2016-17

### SELECTION PROCESS

CCPFC staff will provide a review of applications for minimum requirements after the application deadline. All complete applications will then be reviewed by CCPFC’s Evaluation Committee. The Evaluation Committee, a standing committee of CCPFC will review, score, and rank the applications. The Evaluation Committee will make recommendations for funding to the CCPFC Board of Directors. All decisions made by the CCPFC Board of Directors are final.

The overall quality of the application and its proposed services, coupled with past and current performance if applicable, as well as the Contractor’s capacity to deliver services are critical factors the Evaluation Committee uses to inform funding recommendations. The table below describes the review and selection criteria to be used by the Evaluation Committee:

Review & Selection Criteria	% of Total Score
A. Organizational Capacity ( <i>Qualifications &amp; Experience</i> )	20%
B. Technical Proposal ( <i>Logic Model 30% &amp; Program Plan 30%</i> )	60%
C. Cost Proposal	20%
<b>Total:</b>	<b>100%</b>

### Guidance for Detailed Application Section

#### **A. Qualifications & Experience of Prospective Contractor & Project Organization (20%)**

The Contractor must have demonstrated competency in performing services defined in the Identified Community Needs Section of this RFP. Specifically, the Contractor must demonstrate a successful history of providing similar services. This section shall include background information on the organization and describe relevant project experience in North Carolina from the past 5 years or other states with similar program operations.

The prospective Contractor shall provide information as to the qualifications and experience of all executive, managerial, and professional personnel to be assigned to this project, citing experience with similar projects and the responsibilities to be assigned to each person. Include a management/manpower summary that clearly specifies the number, type and time commitment of individual personnel who will be assigned to this project.

Provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Contractor or any of its officers, directors, employees, agents or subcontractors of which the vendor has knowledge, or check off if there is none. CCPFC reserves the right to reject a proposal based on this information.

This section is limited to no more than three (3) pages.

#### **B. Technical Proposal (60%)** This section is limited to no more than eight (8) pages.

#### **Section 1. Program Summary (CAD: Contract Activity Description) (guidance included in application)**

## Section 2. Logic Model *(Use template provided in Application!)*

- i. **Need:** Summarize information about overall eligible target population for this activity. Specify the local need that the strategies in this activity address (*include numbers and percents*) (e.g. wait list data). Provide data about the specific target population that has the most critical need for services. CCPFC will fund projects or activities which:
  1. address identified unmet needs in the Caswell community specifically;
  2. are consistent with the CCPFC Mission; and
  3. have recent data to support the need.

Applicants must clearly demonstrate the need for the program by including evidence of the scope of the problem (such as statistics, waiting lists, county rankings, survey results, etc.) that substantiate the need/problem for Caswell County. The data provided must be current (**no more than three years old**), with sources and dates identified. May specify a **Community Early Childhood Profile: Smart Start Measures of Impact Required County Level Indicator**. Refer to the Local Data & Reports section of website, [www.caswellchildren.org/local-data--reports.html](http://www.caswellchildren.org/local-data--reports.html) for possible sources, including "CCPFC 2016 Community Needs Assessment Report."

- ii. **Target Population:** Describe target population for this specific activity. Example: 1 to 3 Star-rated Centers. (If NOT a number, target implies all) If several target populations are included, **use a separate row for each target population with corresponding strategies, outputs, and outcomes after**.

CCPFC will fund proposals that address the identified needs of children, **birth through age 5**, their families who reside in Caswell County, and/or the professionals that serve them, such as child care or medical providers. Children who are five years old can be served until they enter or are eligible to enter kindergarten. CCPFC is interested in ensuring that the most at-risk children and their care-givers receive priority for Smart Start funds.

Applicants must describe the target population their proposed project will serve, and methods for ensuring that at-risk and disadvantaged children receive priority for services if project services are available to a broader population. Children may be at-risk for the reasons or conditions including but not limited to: poverty, isolation (rural areas, lack of transportation, single-parent families), families that lack adequate parenting skills or extended support; families without adequate information about resources or those with language or cultural barriers; special needs such as developmental delays, behavioral problems, or chronic health conditions. Applicants must describe the eligibility criteria to be used for participation in the program.

- iii. **Program Strategies:** Brief bullet points that describe the most significant strategies or activity components, with **separate components listed on separate rows**. Where services will be delivered. Indicate if strategy utilizes incentives or grants or if it generates Medicaid revenue. *(Full details to be included below, Logic Model column is simply a summary.)*
- iv. **Outputs:** Outputs for each strategy and component. Include projected numbers for recipients to be served (children, families, centers, providers, etc). Projected numbers for services provided (trainings, visits, books, incentives).
- v. **Outcomes:** Should measure **changes** in behavior or knowledge expected for participants. Be sure to include a target percentage with raw numbers. Example: *By June 30 of each year, 90% (9/10) of parents who completed...* Be sure to include name of measurement tool or other data source such as a **standardized tool, which is required wherever possible**.
- vi. **How does outcome impact CCPFC long term goals?** Forecast how outcomes would contribute to a change in the community indicator. May specify a **Community Early Childhood Profile: Smart Start Measures of Impact Required County Level Indicator**, if applicable.

## Section 3. Program Plan includes: *(guidance within the application sections itself)*

- a. Program Strategies
- b. Program Schedule (Timeline)
- c. Performance Measures and Evaluation Plan (Outputs, Outcomes, and Goals)

## **Guidance for Cost Proposal & Budget Section (20%)**

The prospective Contractor must submit a Cost Proposal for which it desires to provide services using the Excel template. The Cost Proposal must include annual budgets ending June 30<sup>th</sup> for each fiscal year of the two year proposal period. The Cost Proposal must include the Two Year Summary form and a Budget Summary Narrative form for **each** of the two fiscal years. The detailed budget form should also be completed for each of the two fiscal years if any personnel and/or contracted professional services expenses are included in the budget. Forms must be completed electronically using the Excel template. Please round budget lines up to nearest dollar. Refer to the Line Item Definitions and the Smart Start Cost Principles, updated in 2018, for further guidance in completing the budgets. The Smart Start Cost Principles are available upon request, by emailing the Executive Director at ccp4child@esinc.net.

**A 19% program match is required for all Smart Start Projects.** The proposed Program Match should be included on the Two Year Summary and in detail on the Budget Summary Narrative forms. The Program Match can include cash and/or in-kind contributions. All contributions must meet auditing requirements. *State funds cannot be used as match. Program match for FY 2019-20 is subject to change based on State Legislature adjustments.*

### Cash contributions may include:

- **Foundation grants**
- **Local Government grants**
- **Federal grants** (*Only federal funds that flow from the federal to the local level and do NOT go through a state agency may be counted as a contribution.*)
- **Profit on the sale of goods** (*Ex: You purchase a t-shirt for \$7 and sell it for \$10. The \$3 profit counts towards the match since it represents the profit. However; if the t-shirt were donated by someone, the \$7 original charge would count towards the match.*)
- **Program Income** (*Admission or Registration Fees*)
- **Parent Fees**
- **Private Donations** (*corporations, individuals, etc.*)

### In-kind (goods and services) contributions may include:

- **Office or Classroom Space** (*square footage of space determined x average rate per square foot*)
- **Food**
- **Meeting Space**
- **Discounts** (*Discounts need to be above and beyond the normal discount offered to other agencies and need to be labeled specific to the Smart Start activity.*)
- **Used Clothing and Toys** (*Use Goodwill Valuation Guide, for example, available here: [www.goodwill.org/wp-content/uploads/2010/12/Donation\\_Valuation\\_Guide.pdf](http://www.goodwill.org/wp-content/uploads/2010/12/Donation_Valuation_Guide.pdf) to verify amounts.*)
- **Books**
- **Copying/Printing Costs**
- **Computers/Equipment**
- **Supplies**
- **Professional Staff Support** (*Current salary x number of hours - note: actual payroll information will be required*)
- **Non-Professional Volunteer Service**

## THE PROCUREMENT PROCESS

The following is a general description of the process by which a prospective Contractor will be selected to provide services.

1. Request for Proposals (RFP) is issued to prospective Contractors.
2. Proposal, submitted via email of the RFP Application and attachments, will be received from prospective Contractors. **Each original shall be signed** and dated by an official authorized to bind the firm. Unsigned proposals will not be considered.
3. All proposals must be received by CCPFC no later than the date and time specified on the cover sheet of this RFP.
4. At their option, CCPFC's Evaluation Committee may request oral presentations or discussion with any or all prospective Contractors for the purpose of clarification or to amplify the materials presented in any part of the proposal. However, prospective Contractors are cautioned that the CCPFC Evaluation Committee is not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor.
5. Proposals will be evaluated according to criteria that may include the need for the program, program content and evaluation, completeness, content, experience with similar projects, ability of the Contractor and its staff, cost, and financial stability of the prospective Contractor. Refer to the Selection Process described below for the specific criteria to be used. Award of a contract to one prospective Contractor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous to CCPFC.
6. CCPFC will contact the selected Contractor to obtain information and documentation required for preparation of the contract to include the following:
  - a. Verification that the entity has received official notification of tax-exempt status for non-profit entities.
  - b. Verification that the entity has received official corporate status and that the registered agent and all addresses on the North Carolina Secretary of State website are current for non-profit entities and private, for-profit corporate entities.
  - c. Verification of the entity's federal tax identification or social security number and legal name.
  - d. Name and title of person(s) authorized to sign the contract and amendments and formal authorization for this individual(s) to enter into contract binding the entity.
  - e. Name; title; telephone and fax numbers; mailing address, including street address and zip code; and email address of the contract administrator.
  - f. Name; title; telephone and fax numbers; mailing address, including street address and zip code; and email address of the person(s) authorized to sign financial status reports.
  - g. Name; title; telephone and fax numbers; mailing address, including street address and zip code; and email address of the person to whom payments should be mailed.
  - h. Proof of insurance that may include, but not be limited to, the following:
    1. Workers' compensation;
    2. General liability;
    3. Professional liability;
    4. Automobile (owned, hired or non-owned); and
    5. Fidelity bonding / employee theft coverage that covers the staff involved in the handling of CCPFC funds. CCPFC must be named as an additional insured or joint loss payee.Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is of the essence of the contract. CCPFC will not contract with any prospective Contractor that is unable to furnish proof of required insurance coverage.
7. CCPFC will not contract with any prospective Contractor that fails to provide **all** required information and documentation. After all required information and documentation has been submitted, CCPFC will prepare the contract, notify the selected Contractor and request that the Contract be signed. **A template of the Contract that the selected Contractor will be required to sign is available upon request.**
8. The Contract must be executed prior to the start of work and incurring any expenses.
9. If all proposals are rejected, prospective Contractors will be notified by CCPFC.

## GENERAL INFORMATION ON SUBMITTING PROPOSALS

1. **TERMS AND CONDITIONS.** All proposals are subject to the terms and conditions outlined herein. The prospective Contractor specifically agrees to the conditions set forth by signature to the proposal.
2. **ORAL EXPLANATIONS.** CCPFC shall not be bound by oral explanations or instructions given at any time during the competitive bidding process or after award.
3. **REFERENCE TO OTHER DATA.** Only information which is received in response to this RFP will be evaluated; reference to information previously submitted shall not be evaluated.
4. **COST FOR PROPOSAL PREPARATION.** Any costs incurred by prospective Contractors in preparing or submitting offers are the prospective Contractor's sole responsibility; CCPFC shall not reimburse any prospective Contractor for any costs incurred prior to award.
5. **RIGHT TO SUBMITTED MATERIAL.** All responses, inquiries, or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the prospective Contractors shall become the property of CCPFC when received.
6. **OFFEROR'S REPRESENTATIVE.** Each prospective Contractor shall submit with its proposal the name, address, and telephone number of the person(s) with authority to bind the firm and answer questions or provide clarification concerning the firm's proposal.
7. **SUBCONTRACTING.** In the event the prospective Contractor desires to subcontract any part of the contracted services, the proposal must clearly indicate what work it plans to subcontract and to whom and must provide all required information for each subcontractor. Only the subcontractors specified in the proposal shall be considered approved upon award of the Contract.
8. **PROPRIETARY INFORMATION.** Trade secrets or similar proprietary data which the prospective Contractor does not wish disclosed to other than personnel involved in the evaluation or contract administration will be kept confidential to the extent permitted by N.C.G.S. 132-1.3 if identified as follows: each page shall be identified in bold face at the top and bottom as "Confidential." Any section of the proposal that is to remain confidential shall also be so marked in bold face on the top of the title page of that section. Cost information may not be deemed confidential. In spite of what is labeled as confidential, the determination as to whether or not it is shall be as governed by North Carolina law.

