



Empowered Families - RFP 20/21-03
Empowered Families (African American) – RFP 20/21-04
Perinatal Education Campaign – RFP 20/21-06
Mandatory Conference – October 16, 2020
Questions and Answers

General Session

Question	Answer
1. On the Financial (audit), what is the timeframe/latest date for the audit? Is it within 18 months 24 months?	1. Your organization should provide the most recent audit, reviewing a 12-month period. The audit should not be more than 18 months old.
2. Will you also be sending a fillable form for Attachment D?	2. Yes, those that submit a Letter of Intent by the deadline will receive a fillable form for Attachment D. The budget will be in an Excel format.
3. In the Empowered Families RFP, there isn't a column for number served in the blank scope of work. Will this be included in the fillable version sent?	3. The scope of work form for Empowered Families has been updated to include a column for numbers served; a Word version of the revised SOW form will be sent to those that submit a letter of intent by the deadline.
4. It says that part 5 (Attachment B) is not part of the Perinatal Campaign but that was included. Is that part of that RFP?	4. The RFP does mention sustainability. However, there are not specific questions related to sustainability in the Perinatal Education Campaign, Attachment B, proposal narrative questions.
5. The Scope of Work for Empowered Families the Example is very different from the template provided in Attachment C. Can you clarify which form we should use?	5. The Scope of Work forms vary slightly across the RFPs - utilize the form that is included in the specific RFP. The specific Scope of Work form for the RFP will be e-mailed in a fillable Word format to those that submit a letter of intent by the deadline.
6. If we are submitting electronically, should we still submit SOW (word) and Budget (excel) to planner?	6. Please upload the Scope of Work (in Word) and Budget (in Excel) electronically to SacDrive. Although a PDF of the entire proposal will be uploaded for those submitting electronically, it is helpful for planners to have the electronic versions to review/utilize.

Empowered Families/Empowered Families – African American

Question	Answer
1. Is an agency eligible to apply for both RFP's or do you have to choose one or the other?	1. Yes, an agency can apply for both the Empowered Families and the Empowered Families – African American RFP's. Each RFP has different eligibility requirements and target populations. Please make sure you are eligible to apply for both. Separate proposals must be submitted for each RFP.
2. Do you know where we can access a copy of the Family Development Matrix as referenced in Strategy 4, requirement 2.	2. You can visit the Matrix Outcomes Model website at https://matrixoutcomesmodel.com/ for more information. Or check out this demonstration video: https://youtu.be/GCny7lxTGi4 * First 5 staff will set up a demonstration for anyone interested. Additional information will be provided to everyone when it becomes available.
3. For leveraging Medi-Cal Administrative Activities (strategy 3, requirement 9), are we allowed to make client referrals to MAA organizations, or would we need to be a Medi-Cal funded provider ourselves?	3. Medi-Cal Administrative Activities is a reimbursement program for agencies who provide health care enrollment assistance, referrals to health care services, health education, etc. to promote access to healthcare for Medi-Cal clients. This program is for Non- Medi-Cal funded providers.
4. Can there be items included in the appendices beyond what is required?	4. Only what is specified in the proposal should be included in the appendices – the organization chart, resumes/job descriptions, letters of support.
5. Page 56 (Attachment G, page 1) What should the contractor mark for 1) c) & d) if we are a board governed nonprofit with no principal owners as N/A is not a listed option?	5. Based on this example, contractor should mark answer “yes” to 1 (a) and move on to question 2.
6. Is there a geographical area map/list?	6. For RFP 20/21-03 geographic areas include Valley Hi, Meadowview, Del Paso Heights, South Oak Park, Arden Arcade, Rancho Cordova, Citrus Heights and North Highlands. On page 13 of the RFP there is a link in the footnote that will direct you to a map that identifies the highest risk areas for child abuse and neglect.
7. On page 4, A.7., it is stated, “Have at least three (3) years of demonstrated experience in serving parents/caregivers of children between the ages of zero to five in the targeted community.” Is the term “targeted community” referring to Sacramento County geographically, or the type of population being served?	7. Targeted community refers to any one of the specific geographic areas in Sacramento County that are listed above in #7. This can also be found on page 13 - Requirements Sheet in the Overview. For the Empowered Families – African American the targeted community refers to African American families in Valley Hi and/or Arden Arcade neighborhoods of Sacramento County.

<p>8. What are the concentration areas for classes, workshops, outreach?</p>	<p>8. Classes and activities for parents under Strategy 1 should include child development activities and education, stress reduction activities, peer support groups, and other learning opportunities related to health, well-being and parenting. All should be tailored for and informed by the community to be served.</p>
<p>9. What are expectations of each of the Milestones listed below?</p> <ul style="list-style-type: none"> ○ NEW Families Registered ○ Parent Ed and Peer Support Groups ○ Evidence Based Parent Ed Classes ○ Early Learning & Literacy ○ School Readiness ○ Community Resource Specialist Workshops ○ Financial Education Workshops ○ Community Resource Specialist Individual Sessions ○ Special Events ○ # of ASQ 3s Completed ○ Community Association Council Activities 	<p>9. The quantity of service and numbers to be served should be determined by the applicant and need to be included in ATT C Scope of Work. These numbers should reflect your agency's capacity to serve within the requested allocation as well as support any requirements of the model and/or curriculum if applicable. Once a proposal is recommended and approved for funding the contractor will enter into negotiations with First 5 staff and final milestone goals will be established for the contract term.</p> <p>Note: First 5 staff is unable to provide technical assistance on the proposals or feedback on ideas related to proposed program content, numbers served or activities. It is the proposer's responsibility to utilize best and promising practices, their knowledge and expertise to plan out program and services that fall with the RFP. Please refer to the Requirements Sheet for information and guidance pertaining to the types of activities, models, curriculums and assessments."</p>
<p>10. How long are Home Visiting families expected to be served in the program?</p>	<p>10. Length of a home visitation program is established by the curriculum and/or model selected.</p>
<p>11. How many Home Visiting families are to be served at a given time and during a given year?</p>	<p>11. The number of families receiving home visitation will need to be determined based on the model selected, the agency capacity and budget. Please consult with selected model guidelines for additional information.</p> <p>First 5 expects to serve approximately 300 families through home visitation services annually combined.</p>
<p>12. How long are home visits expected to be?</p>	<p>12. Generally home visits are 1 – 2 hours' time. Each model may have different requirements based on the lessons and dosage. Please research the specific model choice for additional information.</p>
<p>13. Which Home Visiting program does the First 5 Commission want implemented?</p>	<p>13. A list of recommended options can be found on page 16 of the RFP Requirements Sheet along with additional resources for home visitation programming. Proposers may identify an evidence- and research-based model not listed.</p> <p>Recommended Options: Parents as Teachers, Play and Learning Strategies (PALS), or Circle of Security (COS HV4 Model).</p>

14. How many are served in the center and how many hours of service are provided?	14. The location and dosage of services should be determined by the applicant agency, based on selected model.
15. How many center evidence-based classes are offered?	15. The location and dosage of services should be determined by the applicant agency, based on selected model.
16. Are partners required to be CBO or faith-based or can it be families?	16. Funded partners/subcontractors must be licensed organizations including CBOs, private and public businesses, faith based organizations and can include consultants. It is not appropriate to subcontract with individual families.
17. Are any current center services provided outside FRCs?	17. First 5 currently funds these services through Family Resource Centers. Providers have collaborated with other community organizations including schools to offer classes on-site and outreach to more families.
18. If a new contractor is chosen as a provider, can they rent the space the existing provider uses?	18. Renting space for services is outside of the purview of First 5 Sacramento. Any lease agreements would have to be worked out between the property owners and leasing agency. If not currently occupied, proposers need to select and justify the location of a particular space, or summarize plans for selecting a space to provide services under this RFA.
19. What are the expected hours of operation of the office/classrooms for this program?	19. The hours of operation may vary based on the needs of the community served. Most locations are open during normal business hours and offer some services on evenings and weekends to be more accessible to clients.

Perinatal Education Campaign Breakout Session

Question	Answer
1. The RFP calls for audited financial statements which are expensive to have produced. Will you accept certified financial statements as well?	1. If an audited financial statement is not available, we will accept Federal Income Tax Return (Form 990) instead.
2. Collaborative partners is scored in both Step 2 and Step 3 (page 9 and 10 of RFP), is that deliberate?	2. Yes. Step 2 is the internal staff review of the proposal, and we will assess how collaborative partners may be included in the proposal. Step 3 is the external review committee review.
3. Can you please clarify "Program Structure" in Part 2 of Step 3 in the scoring criteria (page 10)?	3. Apologies – program structure is the language we use for all the other program related RFPs. For the perinatal education campaign, we will be reviewing the campaign target population, campaign strategy development, community connections, campaign elements and tactics, and staffing.

<p>4. Please clarify how points will be allocated for “Budget” in Part 6 of Step 3 in the scoring criteria (page 10), e.g., if bidders request less than the \$450,000 are the allocated more points or is it based on rates/salaries?</p>	<p>4. Regardless of the amount requested in the proposal, reviewers will be looking at the budget to ensure a form is included for each fiscal year; that the forms are clear, accurate, and detailed: expenses are realistic, are related to and adequately support the campaign; and the narrative/justification is detailed with calculations/rates.</p>
<p>5. Step 9 of the budget form calls for identifying team members’ annual salary or earnings which is very sensitive information and not shared among our team members. Our agency bills using fully loaded hourly rates that are inclusive of staff salary, fringe benefits, operating expenses allocations, indirect costs and profits – is it acceptable to modify the form to include all inclusive rates instead of salaries?</p>	<p>5. Non-profit organizations should maintain the budget format and utilize salaries and FTEs in the budget. For-profit organizations may utilize a billing rate.</p>
<p>6. The RFP states that collaborative partners will not be paid if this proposal is funded. Can you confirm what type of organizations/individuals would fall within this category? If we wanted to enlist organizations or influencers who are not already funded by or working with First 5 Sacramento to distribute campaign materials, would we be able to compensate them?</p>	<p>6. Your agency may choose any organization(s) or individual(s) to collaborate with in the campaign. Collaborative partners are organizations or individuals who have a specific contribution to the campaign, but are providing that contribution for free. Examples vary, and may include but are not limited to: promoting the campaign, including campaign materials at their office, and assisting with connecting to the community for discussions. Subcontractors or consultants are organizations or individuals that are providing a service or expertise that your organization does not possess. Subcontractors and consultants receive payment/compensation for their time and expertise.</p>

Reminders:

- The Letter of Intent is due by 5:00 p.m. on October 23, 2020 via email to: fongli@saccounty.net for the Perinatal Education Campaign, and to: pricel@saccounty.net for Empowered Families. This Letter of Intent is a non-binding document, but is required in order to be eligible to apply.
- Attachment A (Cover Page and Checklist), Attachment C (Scope of Work), and Attachment D (Budget) will be emailed to those that submit a Letter of Intent by the deadline. The documents will be sent as fillable documents in Word and Excel formats.
- The proposal in response to the RFP is due no later than 5:00 p.m. on November 17, 2020. Proposals may be submitted electronically, via mail, or hand delivery. We encourage you to plan ahead and allocate ample time for all methods of delivery. Hand deliveries will be accepted between 2:00 p.m. – 5:00 p.m. on November 17, 2020. Please wear a mask and practice social distancing measures if you select this method of delivery.